

JUNE 8, 1956 • 50¢

Illinois U Library

Tide

THE MAGAZINE FOR ADVERTISING EXECUTIVES

CHICAGO GRADUATE DIV CMAR 9 57
UNIV OF CHICAGO
NAVY PIER
CHICAGO 11 ILL
60319299 GB
7
666-7-999
3



"They want us to come over and explain our billing system again."

COPYRIGHT TIDE, MARCH, 1932

... see page 19



Want to sell home-owners?

Anyone with anything to sell gives a high rating to home-owners—and in New York and the suburbs, home-owners rate The News high! In fact, The News reaches more readers living in owned homes than do all other morning papers combined! And more than all evening papers combined! It also has more readers living in rented homes. The News audience of 4,780,000 comprises more readers in families with \$10,000 and up incomes, more college educated, more owners of homes, cars, stocks and bonds. Whatever you sell, The News should be your medium!

If you'd like to learn the facts about the New York market, you'll want to see the authoritative survey by W. R. Simmons & Associates Research, Inc. Costing us more than \$150,000—it's one of the best sales guides ever made! Ask your advertising agency or any New York News office to show you

“Profile of the Millions”

THE NEWS, New York's Picture Newspaper...with more than twice the circulation, daily and Sunday, of any other newspaper in America...
220 East 42nd St., New York City... Tribune Tower, Chicago...
155 Montgomery St., San Francisco... 3460 Wilshire Blvd., Los Angeles

Readers living in owned homes

News	1,610,000
Mirror	610,000
Times	430,000
Herald Tribune	350,000
Journal American . . .	520,000
Post	240,000
World Telegram & Sun	460,000

Source: “Profile of the Millions”
Copyright 1955 by News Syndicate Co., Inc.



trend makers

Armour & Co.....	p. 22
Carrier Corp.....	p. 24
Chrysler Corp.....	p. 24
Esso Standard Oil Co..	p. 32
Fedders-Quigan	p. 24
General Electric Co....	p. 24
Gulf Oil Corp.....	p. 13
Lewyt Air Conditioner Corp.	p. 24
McGregor-Doniger Corp.	p. 38
Miles Laboratories.....	p. 22
Peter Hand Brewing Co.	p. 22
Piel Bros.....	p. 14
Socony-Mobil Oil Co..	p. 32
Sun Oil Co.....	p. 32
Westinghouse Electric Corp.	p. 24
Whirlpool-Seeger Corp..	p. 24
York Corp.....	p. 24

next issue

The marketing story behind Hoover's new vacuum cleaner that literally floats on air.

The newest trend: major appliances that you assemble at home by yourself.

every issue

Ebb & Flow.....	45
Faces of the Fortnight...	12
Footnotes	5
Letters	47
One Adman's Opinion....	42
Selling to Industry.....	37
Tidings	48
Washington Forecast	6
Woman's Viewpoint.....	39
Advertising Forecast.....	9
Media Forecast.....	43

in this issue

WHAT'S HAPPENING TO AGENCY COMPENSATION?.....p. 19

A Tide analysis of what advertisers don't like about the 15% commission system and what they're going to do about it.

COLOR COMMERCIALS COME TO CHICAGO—CAUTIOUSLY. p. 22

Here's how national advertisers using NBC's new color television station are taking advantage of its color facilities.

CARRIER'S AIR-CONDITIONING CRUSADE.....p. 24

The success of Carrier's humorous advertising campaign and its future plans for selling air conditioning.

THE ELECTRONIC FUTURE FACING ADMEN.....p. 28

Du Pont's 34th annual advertising forum indicates the advertising possibilities that will come with electronic development.

A NEW STUDY GAUGES MAGAZINE IMPACT.....p. 29

What happens to a magazine reader when he finishes reading a magazine? Here's what Better Homes & Gardens found out.

WHAT'S WRONG WITH THE ADVERTISING FLEDGLING?...p. 30

Tide Leadership Panel points out what today's young admen lack and what they can do to get ahead.

WHY ESSO HAS A NEW GRADE OF GAS.....p. 32

Esso's answer to gasolines' dilemma: how to serve both the oldest and newest cars. Octane wins over additives.

PUBLIC RELATIONS' TWO LEADING ORGANIZATIONS....p. 34

Here's what PR's two top groups—the Public Relations Society of America and the American Public Relations Assn.—have done and are doing about PR's problems and progress.

MCGREGOR GETS DEALERS TO ADVERTISE.....p. 38

The story behind McGregor-Doniger's refusal to offer one cent to retailers for cooperative advertising.

ONE AGENCY'S ANSWER TO MORE SALES.....p. 36

Klau-Van Pietersom-Dunlap, specialist in industrial-agricultural accounts, uses roving marketing teams to find copy.

The biggest concentrated audience of

BEST CUSTOMERS

*



*and influential people



*The advertising executive's role

This magazine has discussed many times in the past the evolution of the total marketing concept. We were among the first to define it as every step in the process of moving products from the manufacturer to the consumer. We were also among the first to point out that advertising is one of the elements of marketing, along with product design, packaging, marketing research, distribution, pricing, public relations and, of course, personal selling.

Because we were among the first to point out the significance and value of total marketing, we would also be among the first to point out an inherent danger in the concept. It's a danger that many astute men have discussed in recent months, and have gone unheard and/or unheeded because of other, more pressing events.

Advertising, we have said, is one of the elements of marketing. Somewhere along the line, advertising became "only" one or "just one" of the elements of marketing. With a slight inflection, advertising comes out on the same level, with the same importance, as all the other elements of marketing.

This has led, perhaps justifiably, to fear on the part of some advertising executives that their responsibility and authority will be decreased by the total marketing concept. However, we feel, as U.S. Steel executive vice-president David F. Austin said in a recent speech at the NIAA, that "the marketing concept represents the greatest challenge and opportunity that advertising has ever been offered."

To meet this challenge, said Austin, the ad manager will have to readjust his sights, to realize that "his job is telling, not selling." The proper role of an advertising executive, according to Austin, must be to create the advertising that speeds up the selling process, that makes the salesman more efficient. "Neither the sales manager nor the advertising manager," said Austin, "is fully equipped without the other."

There are many reasons, aside from the amount of money spent on advertising, for placing it well

above most of the other individual elements of marketing. With but few exceptions, all the phases of a marketing program are keyed to the advertising. For example:

- Product design. Unless advertising succeeds in emphasizing the superiority of design, few people will find out for themselves.
- Packaging. Without advertising to create the brand awareness, to stimulate the demand and tie the package to the product, the best packaging is ineffective.
- Pricing. The right price on a product is a must for sales success. But to persuade consumers to be willing to pay the right price comes first. Think, for a moment, of what would happen if you cut out your advertising and reduced your price proportionately.
- Distribution. With the flood of products a dealer in any given industry carries, just getting your product on the shelf is critical. But it would die there very quickly without the advertising that prompts consumers to ask for it.
- Marketing research. A major role of marketing research is to uncover the facts and figures that will help make advertising more effective.
- Public relations. Advertising's hand-maiden, PR, is as vital as any other marketing element. Advertising seldom succeeds where poor PR has created a hostile market. But will PR alone move the goods as a rule?

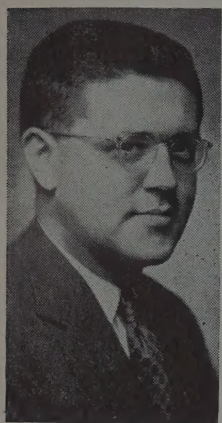
- Personal selling. Salesmen must be helped by advertising at every level of the distributive process. Without firing-line enthusiasm, the best conceived advertising campaign falls far short of realizing its potential, and with it even a mediocre campaign can pay big dividends.

By viewing advertising in its proper perspective in a marketing program, we automatically view the advertising executive in his proper role. We would not say that admen alone should make the decisions in marketing strategy. We do insist that unless the advertising executive is totally involved in any marketing strategy, that strategy has every chance of taking off in the wrong direction.

The Editors

Clearing Machine Names David Wallace To Vice Presidency

Clearing Machine Corporation of Chicago, a division of U.S. Industries, Inc., has appointed David D. Wallace a Vice President. He will be in charge of foreign sales and manufacturing. The company manufactures hydraulic and mechanical power presses for use in the metal forming field.



This corporation is a heavy buyer of steel plate, welding rod, gears, electrical components

and thousands of other items that go into building giant hydraulic and mechanical power presses.

Mr. Wallace, like so many getting-ahead executives, is a Wall Street Journal reader. Circulation is 413,576 with total readership nearly double that figure. What a market for alert advertisers!

(Advertisement)

locate your product in VENDING!

AUTOMATIC vending opens important new channels of distribution without diverting or disturbing your present distribution set-up . . . brings your product into closer touch with the ultimate consumer . . . operates as the ideal sampling method!

WE HAVE over 19 years' experience serving the vending industry and offer you the advantage of our specialized knowledge to help fit your product into this rapidly expanding market.

Among our accounts . . .

AMERICAN CHICLE CO., Adams gum, Dentyne, Chiclets, Beemans.

APCO, INC., leading vending machine manufacturers.

N.A.M.A., official organization of the vending industry.

PEPSI-COLA CO., sales promotion campaigns.

TENCO, INC., roasters of instant coffee. Plus 50-odd manufacturers and distributors of vending machines and vendible products.

Consult with us concerning your share of the vending market at no obligation.

de-perri advertising, inc.

141 E. 44th St., New York 17, N. Y.
Murray Hill 7-4980

WASHINGTON FORECAST

INDEPENDENT AUTO PARTS MANUFACTURERS WILL LAUNCH

a new attack against the Big Three car manufacturers. The Senate Small Business Committee reports that a newly formed "Anti-Monopoly Committee of the Automotive Service Industry," headed by Ira Saks, will go after \$2 billion in business lost to the alleged "coercion, unfair advertising and outright threats" of the Big Three and the rubber and oil suppliers. The small business group says prior to World War II, wholesalers had 60% of the parts and accessories business and car manufacturers 30%. Today, the car manufacturers enjoy 50% while the wholesaler's share has dropped to 30%.

A FULL-DRESS CONGRESSIONAL INVESTIGATION OF THE FOOD

price spread between farm and consumer will be a CIO-AFL goal this year. Labor president George Meany wants a "complete Congressional investigation of price, profit, wage rate and labor cost relationships," with open hearings. He hopes to confound Agriculture Secretary Benson's claims of labor costs hiking food prices. The Agriculture Dept. says the labor cost in food marketing firms has stayed steady at about 47% each year since 1949, and reports net income of food processors was 14% higher in 1955 than 1954.

PROSPECTIVE CUTTING DOWN IN GOVERNMENT STATISTICAL

services will bring a nationwide howl from businessmen. The Chamber of Commerce has asked the Senate Appropriations Committee to repair damage to the Commerce Department's statistics budget which would result from House-proposed cuts. The Chamber says denial of nearly \$2,000,000 asked for statistical research would cost businessmen knowledge of "important business trends." The Chamber also wants the Commerce Dept. assured of funds to carry out a program of improved statistics in retail trade inventory, foreign trade, consumer expenditure estimates, improved estimates of manufacture, plus a national housing inventory and resumption of quarterly figures on business births and deaths.

HEALTH INSURANCE WILL HAVE TO PIONEER STILL MORE.

Marion B. Folsom, Health, Education & Welfare secretary, says there are still about 65,000,000 Americans without hospitalization insurance of any kind, about 80,000,000 are without surgical insurance, and 120 million—or two out of three—lack insurance against general medical expenses. He says contract improvements by Blue Cross, Blue Shield and others haven't gone far enough. He suggests a one-package plan on a national basis to include hospitalization, surgical, major medical expenses and other benefits.

BIG BAKERY CHAINS ARE IN FOR INVESTIGATION. THE HOUSE

Small Business Committee feels bakery goods concentration (such as Continental Baking Co. with 86 plants and American Baking with 80) are squeezing out the smaller competitors with their "tremendous assets" and allegedly unfair practices. General Baking operating in 30 states, and Ward in 23 states, are also under study, together with the chain food stores using their products. The Agriculture Dept. says families in the middle income groups buy the most bakery food.

THOSE PASTEL APPLIANCES NEED MORE PERSUASIVE ADS.

Washington retailers report housewives yearn for pastels in new purchases, but worry about color scheme clashes. "I like it better than white—but I just can't see it in my kitchen," is average response. Retailers want manufacturers to come up with better over-all promotion of pastels.

SWEATERS ARE LOSING POPULARITY WITH MEN, GAINING

with women. The Commerce Department's 1954 Census of Manufactures reports shipments of men's knitwear down a third from 1947 Census, while the number of women's and girls' sweaters doubled in that period, both in cardigan and pullover type. (Kaiser Aluminum recommends glittery Lurex yarn to revive sweater interest for men, making sporting American male feel "like a Roman Senator.") Men and women are also dropping knit swimwear in favor of woven fabrics for swimming.

ADVERTISING FORECAST

NE 8, 1956

Economic Trends— a Challenge for Admen:

The current economic "readjustment," the popular word for the mildest of recessions, can be considered a challenge for industry, consumers and admen.

The Commerce Department's Survey of Current Business for May reveals some interesting and indicative trends which will have considerable influence on advertising budgets for the rest of 1956.

Gross National Product is up for the first quarter of this year, a slight increase to \$398.5 billion. But the increase is the smallest in 1½ years, indicating a definite leveling off of production activity. Inventories are off slightly.

The flow of purchasing power seems to be sustained, despite huge layoffs in the automotive (and some related) industries. Personal income climbed \$2 billion in the first quarter over 1955's last quarter, to an annual rate of \$313.5 billion.

Spending for new homes and new cars is falling off, however, down \$2.5 billion on an annual rate basis from the fourth quarter of last year. Spending for all other purchases is still going up.

Prices continue stable, a situation that bodes well pending the outcome of contract talks in the steel industry.

Summing up, it appears that business is heading slowly but definitely for a lower plateau, with every indication of a mild upturn later this year.

The encouraging sign is advertising volume, which (for measurable national media) climbed almost 10% in 1956's first quarter over 1955's like period.

If admen can draw any conclusion from this, it's that manufacturers seem willing to spend more for advertising when business heads downward, a complete reversal from the era when poor business meant manufacturers "couldn't afford advertising." The trend today is clearly toward the concept that advertising can be the tonic in bad times as well as the stimulant in good.

Only One Cigaret Maker Left With Solo Agency:

Now that Liggett & Myers has split its two brands (Chesterfield went to McCann-Erickson last fortnight, L&M was switched to Dancer-Fitzgerald-Sample in February), only one major cigaret maker remains with all his brands in one agency: R. J. Reynolds Co.

Reynolds still has its three brands handled by Wm. Esty Co. Interestingly, two of those three are leaders in their field: Camel is first among regular cigalets, Winston leads the filter tip field, and Salem is coming up fast in the menthol line.

The other cigaret makers spread their brands across a broad agency base. Philip Morris has PM handled by Ayer, Marlboro by Leo Burnett and Parliament by Benton & Bowles. American Tobacco uses BBDO for Lucky Strike, Sullivan,

Stauffer & Bayles for Pall Mall and M. H. Hackett for Herbert Tareyton. P. Lorillard uses two agencies: Lennen & Newell for Old Gold and Embassy (when advertised), Young & Rubicam for Kent. Brown & Williamson uses Ted Bates for Viceroy and Kools, Russel M. Seeds for Raleigh.

The major reason for use of multiple agencies, say insiders in the cigaret industry, is that it's one industry where advertising ideas are scarce. This constant search for ideas as competition gets ever hotter, say some cigaret men, will lead to a faster game of musical chairs among cigaret accounts and their agencies.

In other words: look for more switches in the immediate future.

Smith-Corona's
Bid for a Bigger
Market Share:

Smith-Corona is expected to break a special national advertising campaign this fall for a new typewriter that will be sold through distribution channels unique for office typewriters.

Most office typewriters are sold only through the manufacturer's sales offices, while portables are marketed through typewriter dealers, department stores, discount houses and various other retail outlets.

Smith-Corona's new machine, called the Pacemaker (it will retail for \$169.50, some \$30 under Smith-Corona's regular "88" office model typewriter), will be sold through about 2,500 typewriter dealers, considerably more than Smith-Corona's 50 branch offices which usually handle the company's office line.

The move may not only expand the market for office typewriters (the Pacemaker is designed specifically for the "middle market": small offices, stores, farms and homes where an office typewriter is needed occasionally), but it may also help Smith-Corona in its competition with industry leaders Royal, Remington Rand and IBM.

More Tries at
the Distribution
Barrier:

Although Philco Corp. uses its consumer advertising budget to plug its full line of air conditioners, it is working hard on a co-op ad campaign (with Philco dealers and distributors) to sell a new do-it-yourself idea: build your own central air conditioning equipment with Philco equipment.

Air conditioners, like packaged kitchens, have faced a distribution barrier in the past (*Tide*—Dec. 17, 1955). Just as the Crosley and Bendix Divisions of Avco Mfg. Co. are urging do-it-yourself as the solution (*Tide*—May 19), so Philco is doing with its central cooling systems.

Philco claims that its new model 200-R, complete with ducts, screens, wiring and thermostats, can be installed by any competent handyman. Under this system, the whole unit and installation will cost consumers far less (perhaps as much as \$500 less) than other central air conditioning units on the market.

Another appliance maker, Emerson Radio & Phonograph Co., is using the same do-it-yourself pitch for its room coolers, will soon advertise a kit (complete with special wrench, vise and instructions) which comes free with every Emerson room cooler. Emerson's encouragement to try this is a recent survey conducted by du Pont which revealed that almost four out of 10 room air conditioners are self-installed, either by the buyer or a friend of the family.

BERT, I THINK WE OUGHT
TO THANK ALL THE NICE PEOPLE
AT **YOUNG & RUBICAM** FOR THE
FINE NEW CAMPAIGN THAT'S HELPING
US SELL DELICIOUS PIELS BEER.



WHO NEEDS 'EM !





Geyer's Sam M. Ballard: nothing but progress ahead for agencies

Geyer's Sam Ballard: "creativity lights the fuse"

"As long as advertising continues to serve the vital function it does in our national pattern of distribution, I see nothing but progress in the agency business. The fundamental conditions that brought agency evolution to where it is still hold true. No advertiser can ever do for himself the things an agency can do for him. Because never on his own payroll can he get personnel with the outside viewpoints, experiences and cross-fertilization of contact with other and diverse businesses that the agency affords him."

This comment on the future of advertising agencies comes from a man who last month succeeded to the presidency of Geyer Advertising: affable, 54-year-old Sam M. Ballard. Ballard was named president when B. B. "Pat" Geyer, founder of the agency with his father in 1910, moved up to board chairman.

By the time he was 21 Sam Ballard was a veteran newsman. At that tender age he was city editor of the Miami Daily News, with a long career behind him as reporter, city editor, assistant editor and editor of a half-dozen newspapers in Indiana and Ohio.

Ballard in his youth was more ingenious than precocious. He got his first job as a reporter on his hometown paper, the Elwood (Ind.) Call Leader,

because he submitted so many good news items that the paper found it cheaper to hire him than pay him space rates. On another paper too poor to afford a wire service, Ballard met night trains, searched through the cars for late editions of big city newspapers, thus got his last-minute news.

As city editor of the Miami Daily News, Ballard, tired of losing \$40-a-week reporters to real estate publicity jobs in booming Miami, decided to take one himself at \$120 a week, worked for a month before he discovered his expenses weren't supposed to come out of the \$120.

He returned to newspaper work as editor of the Daytona Beach (Fla.) Journal, switched to the now defunct Philadelphia Sun when the Journal folded in 1926, and began writing publicity for National Cash Register Co. in 1927. He joined Geyer soon afterward, subsequently switched over to General Motors (then a Geyer client), later joined Hudson Motor Car Co. to write radio commercials.

In 1937 Ballard joined Gardner Advertising as a copywriter, worked up to executive vice-president while launching national advertising for Monsanto Chemical Co. (a Gardner client). In 1953 he moved to Geyer as a vice-president and chairman of the account policy committee, soon became executive vice-president and now president.

Ballard who stands 5' 10½" and weighs 165 lbs., insists that he is some-

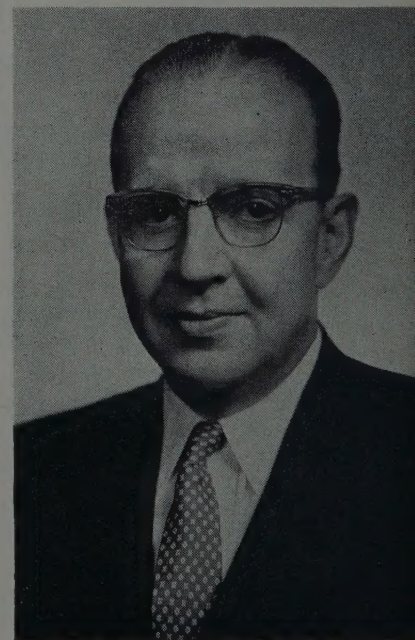
what befuddled by Madison Avenue lingo like "Let's drop it in the bucket and stir it a bit." A chain smoker who smokes three packs a day and wishes he could quit (until he remembers he has outlived three doctors who told him he should), Ballard is also an amateur photographer who, according to Geyer vice-president Ed Zern, "has more cameras and takes fewer pictures than anyone since George Eastman."

As president of Geyer (annual bill estimated at \$22,000,000) Ballard hopes to continue the agency's "atmosphere of progressive operation." He feels a criticism of the 15% agency commission is "pretty pointless unless the critic has a better system to offer." He is aware of the trend to marketing agencies and feels that any agency must have a firm grasp of the over-all marketing process and the use of all marketing tools, but adds that the agency's one true and predominant function is the creation of "Attention-flagging conviction-building, sales-making advertisements or commercials."

Says Ballard: "There is no substitute for the creative function that lights the fuse and makes . . . [all marketing work] . . . at the cash register. There is where the future of the agency business lies, as it always has since it left space-brokerage days behind."

A new president at Katz means "more hollering"

When Joseph Katz of the Joseph Katz Co. announced last month that he was moving up to board chairman and



Katz Company's John T. McHugh: the golf clubs are still new

at John T. McHugh would succeed
n as president of the Baltimore ad-
vertising agency (billing: over \$10,-
0,000), Katz explained the move
ite simply: "It'll give me more time
holler louder than usual."

What Katz means is that as board
airman, he is not retiring as elder
atesman of the agency he founded;
ll be, he says, a full-time board
airman heading up creative services.
ny good agency, according to Katz,
eds both a good creative man and a
od administrative man at the top of
e operation: under the agency's new
t-up, he'll operate as the former out
Baltimore and McHugh will be the
tter working out of New York City.
McHugh, who was "groomed" by
atz to take over the presidency, joined
e agency in 1932 after ten years in
outdoor advertising, worked up through
e agency as media director, account
xecutive, vice-president, senior vice-
resident and New York office man-
ger and now president.

A tall, modest agencyman, 52-year-
d McHugh feels that his work in
edia and research was the most valu-
ble in his career at Katz since it best
elped him "understand the advertiser's
problems." His hobby, says McHugh,
e advertising; his wife gave him a set
f golf clubs three years ago, he points
ut, and they're still as new and un-
sed as the day he got them.

Other promotions announced with
McHugh's included Harry Kullen and
Roland Brave, with the Katz agency
or 27 and 19 years respectively, to
enior vice-presidents.

Gulf Oil gets its fifth ad director since 1901

Since 1901, when the fabulous Spin-
letop oil well in Texas came in and
ed to the start of the Gulf Oil Corp.,
that company has had only four adver-
tising directors, the most recent being
W. E. ("Win") Dermody, a 22-year
Gulf veteran widely known in both ad-
vertising and petroleum circles. A few
weeks ago, when Dermody retired, Gulf
got its fifth ad director in 55 years:
tall, amiable, 46-year-old Benton W. S.
Dodge, Gulf's former supervisor of re-
tail layout and copy in the company's
advertising department.

Dodge takes over direction of Gulf's
undisclosed advertising budget at a
good time in the company's history.
Last year, Gulf sales climbed 11% over
1954 to almost \$1.9 billion, making
Gulf number two in sales, well behind
Standard Oil of New Jersey and slightly
ahead of Texaco. Most of that sales
increase (9%) was chalked up in do-
mestic automotive gasoline sales, a fig-



Why not close that account?

For favorable decisions, charter
the Gosling III to cruise the
Long Island Sound—by day,
or for the whole weekend.

The Gosling III, a 50-foot
motor sailer, provides the
perfect setting. It's fast and
able, boasts a ship-to-shore
telephone among its up-to-date
equipment, and sleeps six,
plus the skipper's quarters.

HOME PORT: ROWAYTON, CONNECTICUT

Rates and booklet on request

S. A. Walsh, NEWTOWN, CONNECTICUT TELEPHONE GARDEN 6-2607

ask your advertising agency about outdoor advertising

the standard group of outdoor advertising companies

Outdoor Adv.

The man from Cunningham & Walsh



Here you see Charlie Straus, a
copy supervisor in our advertising
agency, selling silverware.

Other times you may find other
members of our staff pumping gaso-
line, stacking grocery shelves, sell-
ing cosmetics.

It's a fixed agency policy for our
writers, art directors and account
executives to work at the point of
sale one week a year.

We have found that the more we
sell from behind a counter, the better
we sell from behind a typewriter.

Cunningham & Walsh, Inc. 260 Madison Ave. N. Y. 16 MU 3-4900

Tide

THE MAGAZINE FOR ADVERTISING EXECUTIVES

Editorial Offices
1564 Broadway
New York 36, N.Y.
PLaza 7-2800

Advertising & Circulation
386 Fourth Avenue
New York 16, N.Y.
LExington 2-1760

Executive Committee: Philip Salisbury, Chairman; Raymond Bill; Hartley W. Barclay; John W. Hartman; C. E. Lovejoy, Jr.; Morgan Browne; R. E. Smallwood; Frederick C. Kendall

PublisherHartley W. Barclay

EditorMorgan Browne
Managing EditorCarol Bick Tolley
Assistant EditorAlvin W. Outcalt
Senior EditorLawrence M. Hughes
Research DirectorDr. Jay M. Gould
Beth Drexler
Associate EditorsKenneth Schwartz
Ronald Valline
Editorial AssistantsHattie Huff, Ephraim Lewis
PhotographerLester Cole

ADVERTISING SALES

Director of SalesJohn W. Hartman
Western ManagerC. E. Lovejoy, Jr.
Asst. to Sales DirectorCaroline Cioffi
Sales Promotion ManagerPhilip L. Patterson
Adv. Service ManagerMadeleine Singleton

DIVISION SALES MANAGERS

New York

W. E. Dunsby, Wm. McClenaghan, Randy Brown, Jr., Gerald T. O'Brien, Charles Stillman, Jr., Joseph E. Pendergast, 386 Fourth Avenue, New York 16, N.Y. LExington 2-1760, PLaza 7-2800.

Chicago

W. J. Carmichael, Thomas S. Turner, John W. Pearce, 333 N. Michigan Avenue, Chicago 1, Ill. STate 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast

Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif. WOodland 2-3612; R. J. Birch & Company, 300 Montgomery Street, San Francisco, Calif. DOuglas 2-4393.

Circulation DirectorR. E. Smallwood



Gulf Oil's Benton W. S. Dodge: the fifth ad director in 55 years

ure well above the industry trend (see p. 32).

Gulf's market covers 37 states, including most of the U. S. except the west coast and the northwest. Gulf uses all major media: network and spot TV (including The Life of Riley on NBC-TV), newspapers, magazines, radio and outdoor (Gulf is the largest company user of outdoor advertising via Calkins & Holden; it uses Young & Rubicam for all other media).

Dodge worked in various advertising jobs after graduation from the University of Nebraska before joining Gulf in 1938, left in 1946 for two years of agency experience and rejoined Gulf as administrative assistant to the ad director. Since then he has been responsible for the creation, planning and scheduling of various advertising programs, concentrating mainly on the supervision of Gulf's retail ad campaigns.

Harry & Bert are in: their boss gets promoted

Easily the most-talked-about campaign in the east today is Piel Brothers' Bert & Harry Piel television commercials. For those who haven't had the pleasure of watching Harry & Bert work, they're a couple of cartoon characters (actually no one named Piel manages the company) dreamed up by Young & Rubicam to plug Piel's Light Beer (copy by Y&R's Ed Graham) voices by zany radio team Bob Elliott & Ray Goulding; these three recently formed their own company, though Piel is sticking with Y&R). The touch is light, the sell low pressure, the result entirely delightful.



Piel's Thomas Hawkes:
warmth and satisfaction

Since the campaign was launched last December, Harry & Bert have been big men around Piel's Brooklyn brewery, and riding the crest with them. The soft-spoken, 40-year-old Thomas P. Hawkes, last fortnight upped from director of advertising & promotion to marketing director, top job in moving Piel's from keg to kitchen.

While Hawkes is still feeling his way, he's no stranger to marketing. At Piel's, the marketing director supervises both sales and advertising, and Hawkes has been in both (at one time or another) since joining the brewery in 1942. His conception of his job: "To continue to make Piel's a good place to work—everything else follows suit, and that includes sales success."

Meantime, Harry & Bert have shouldered the whole burden of advertising Piel's, and Hawkes will stick with them as long as they show results. These results, he admits, are hard to figure so early, since the big beer season is just getting under way. But he concedes that Piel's just had its biggest January and February in history, while

May sales are running way ahead of last May.

He attributes much of the increase to the commercials, claims Harry & Bert express the personality the company is trying to build for its product: "warmth and satisfaction."

As far as Piel's future is concerned, Hawkes is cautious. The company distributes in the six-state Middle Atlantic region. On broadening distribution, Hawkes says: "It's always under consideration."

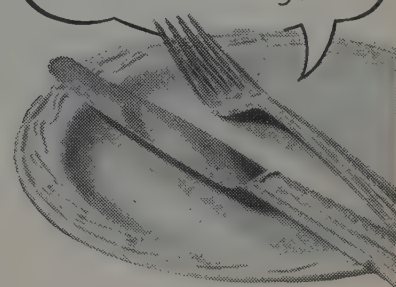
Executive ladder

- **Richard J. Sargent**, a 20-year Westinghouse Electric Corp. veteran, has been named marketing & distribution manager of the company's consumer products divisions.
- **William H. Huber**, an assistant district sales manager of Ford Motor Company's Mercury Division, is the new sales promotion manager of the company's Special Products Division.
- **Michael F. Peckels** has been promoted from manager of International Harvester's Consumer Relations Dept. to director of consumer relations.
- **E. M. Leaver**, a 30-year Kellogg Co. veteran, was recently elected sales vice-president of Kellogg Co. and president of Kellogg Sales Co.
- **Robert M. Dunn** has been promoted from assistant general sales manager to sales manager of General Aniline & Film Corporation's Ansco Division.
- **Underwood Corp.** has promoted **Thomas Armstrong** to marketing vice-president, and **William F. Arnold** to public relations vice-president. Armstrong was previously assistant to the president, and Arnold was head of Underwood's product sales organization.
- **Paul DeKoning**, vice-president & general manager of Jantzen, Inc., has been named president. **Mitchell Heine-mann**, former sales & advertising vice-president, is now executive vice-president.
- **Epes W. Sargent**, formerly of E. I. du Pont de Nemours Co., is the new advertising manager of Permatex Co.

Hot story for frozen food advertisers: one brand of frozen chicken pie has 73% customer preference in Minnesota!



I know... I read about it in Minnesota Homemaker Survey No. 5*

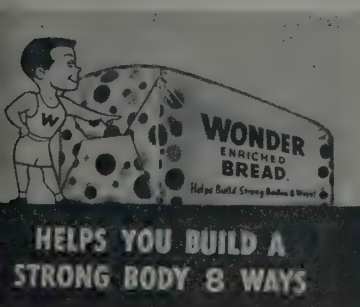


*available on request from the
Minneapolis Star and Tribune
EVENING MORNING AND SUNDAY

495,000 DAILY
625,000 SUNDAY

In Minnesota, North and South Dakota, western Wisconsin

*Ad leaders are readers—
of Tide, of course!*



This series of one-minute commercials by SARRA entertains while it informs and does an outstanding selling job for Wonder Bread. Ingenious animation graphically compares the energy expended by hard-working adults and active children in everyday activity . . . then specifically spotlights the nutritional values contained in Wonder Bread for growth and general well-being. Produced by SARRA through TED BATES & COMPANY for CONTINENTAL BAKING COMPANY, INC.



New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

What's the good word?

The names we use to describe groups of birds and beasts are often as colorful as the birds and beasts themselves.

So are the names we use to describe that active and high-flying group, the subscribers of SPORTS ILLUSTRATED. For when the results of Alfred Politz's recent national survey came in, we found we had to create a whole new vocabulary to fit our subscribers properly—and to introduce them to advertisers who have a lot to gain by getting to know them better. Here's what we mean:

EXAMPLE 1...

In bird circles, it's
a **watch** of nightingales...

In SI circles, it's
a **wait** of fishermen



38.3% of our subscribers own spinning reels; 60% own other fishing equipment. Even more interesting, three out of four own their own homes. Median value \$19,800 (nearly *twice* the U.S. median).



ANA'S West, 4A's Gamble: is commission the best system, or does it need review?

What will happen in . . .

The 15% debate

- Advertisers continue to campaign for a re-examination.
- Agencies continue to resist it in every possible way.
- Media hold the key to it, at least for the time being.
- Here is what is likely (and what's possible) to happen.

THE subject of advertising agency billing methods is again besetting the business as it has from time to time ever since 1915. Each time it has, leaders in the advertising business have given long and arduous thought to it and each time just as thoughtfully concluded that the traditional 15% system is best.

This time, however, the dust may not settle quite so easily. The government's antitrust suit against the American Assn. of Advertising Agencies and several media groups (all settled by consent decrees) did nothing that would prevent the continuance of the 15% sys-

tem, but it did succeed in establishing an atmosphere of dissatisfaction between some advertisers and their agencies and it did succeed in establishing firmly in some advertisers' minds the idea that it was a good reason to explore agency compensation methods thoroughly.

Briefly, the situation right now is this:

- Some advertisers want it clear that agencies work for them. They consequently want the right to compensate their agencies themselves or at least determine the amount of compensation (which many advertisers already do

through various means and devices). This may mean a few might even want the right to buy advertising directly from media at net rates and compensate their agencies separately. In any event, many of them want detailed cost accounting by their agencies.

- Media are in high degree the key to any drastic change. They are now holding the line and plan to hold the line against any advertiser attempt to get direct billing at net rates or any attempt by house agencies to get net rates.

➤ Assn. of National Advertisers' counsel Gilbert Weil started the rumble last fall at the ANA convention, when he advised members that the standard rate of commission may no longer be the most practical, and agencies might well consider payment on a basis of the individual work-load involved. Rumbles got louder a few weeks ago, at the 4A's convention, when ANA chairman Edwin Ebel urged (in a closed session)

that agency men, too, consider new methods of compensation, stated flatly: "This is a relationship between agency & advertiser, not agency & media. The advertiser should be the one to determine the worth of advertising agency services . . . the agencies must have confidence in the clients' wish to compensate them fully and fairly—for the work they do."

The climax came at the annual west coast meeting of ANA last fortnight, when Kraft Foods advertising director (and chairman of a special ANA committee to study agency compensation) John McLaughlin echoed Ebel's words with a cry for action, Bristol-Myers advertising vice-president Donald Frost mapped out the strategy, and ANA president Paul West urged members to sit down with their agencies to review their relationships.

"Regardless of whether media sees fit to grant agencies a commission or not" said West, "appraise the real value of the agency services required to accomplish the company's objective . . . and definitely consider compensation as a prime responsibility of the advertiser."

➤ What seems to be annoying such advertisers most is this: as long as the agency calls itself the "servant" of

media, it can feel justified in collecting its commission from each medium in which it places an advertisement. The advertiser, therefore, actually has no control over how much commission his agency gets paid by media. Why, says the advertiser, can't I have the right to that commission and pay my agency as I see fit?

Complains one distraught advertiser: "What way have I of knowing whether my agency is correctly compensated for the work it does? The agency has created a single ad for us, placed it in 18 magazines, and received 15% of its cost from each of them. My agency is working for me; I have the right to know where my money goes. The same thing applies to a spot commercial: 15% every time that 30-second commercial is played!"

Another bone of contention among advertisers is the extra services most big agencies now give. Don Frost, for one, isn't sure that all his products need all the extra services the agency offers under the "broad tent of 15%" and plans to sit down and go over each one—publicity, merchandising, research, etc. Says Frost: "I honestly don't know how important these services are. I admit we have not carefully examined all phases as recently as we should have."

The Bristol-Myers ad executive doesn't think his agencies (Young Rubicam, BBDO, Doherty, Clifford Steers & Shenfield) are at all anxious to undergo the careful analysis of service he plans, and thinks the analysis will bring about some tightening up of money spent on them. And although he stresses Bristol-Myers wants changes until all have been aired, Frost certainly talks like a man anxious for a change.

On the other hand, there are agency principals who aren't ready to defend the commission system to the end. Henry (Ted) Little, ex-chairman of the 4A's and president of Detroit Campbell-Ewald, defended it eloquently at the 4A's spring meeting and so have others, though perhaps few so well as 4A president Fred Gamble in a formal statement last week (see box).

➤ Both advertiser and agency arguments have merit, usually depending on whom you are listening to at the time. The decision, however, is up to media at the moment. It is up to them individually to decide to whom it will allow a commission, how much it will be, and to whom it will bill.

And media agree almost to a man that it cannot ethically publish two rate cards. Each advertiser is charged

Why a commission for agencies?

In New York last week, 4A president Frederic R. Gamble formally stated the 4A's stand on agency compensation:

Now that all the defendant associations in the antitrust action have settled their parts of the action, a statement may be in order about what the settlements mean, especially in relation to recent speeches and published statements by some executives of client companies and the Assn. of National Advertisers.

It remains true, as I said at the time of the 4A settlement, that there is no need for anything drastic to happen to any part of the advertising industry. Only the associations that were involved in the action are affected and only collective actions by them.

The settlements did not and do not in any way relate to the compensation arrangements among individual agencies, media and advertisers. Such arrangements are specifically exempted.

Several advertiser speakers have recently referred to the settlements as a "reason" for raising the sub-

ject of agency compensation. There is no need for them to do this, other than that they wish to do so.

They have stated that a number of advertisers wish to determine the compensation of their agencies. Since each advertiser can increase his agency's compensation any time he wishes, their only point must be the wish to reduce it.

Each agency determines the quantity and quality of the service it can afford to deliver within the income available to it in relation to the needs of its clients and within the framework of competition.

Some of these advertisers have resented the agency's "tie to media" because of the media commission method. That agencies "represent" media is an erroneous idea. They do not. They serve media by making the advertiser's advertising succeed.

The important thing about the media commission method of compensating agencies is that it supplies the incentive for the development of advertising by advertising agencies. In order to earn those

commissions, the agency must successfully develop, service, place and collect for the advertising. Until this has been done, the agency does not earn or receive any media commissions.

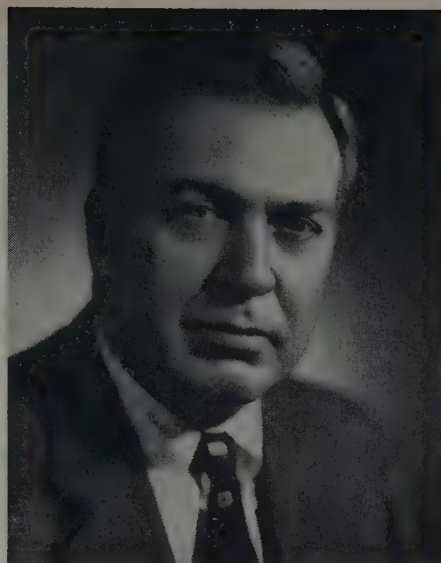
The agency develops and services advertising and takes the credit risks for the media, in return for the commissions allowed.

It is the media commissions which make the agency an advertising agency. It is the media commissions which enable agencies to be paid in proportion to the use made of their creative work.

Determining the value of creative work is widely recognized as difficult. The commission method has evolved over the years to do this and to do it better than any of the many other methods which have been tried and found wanting.

Media commissions are the basis of the great incentive system which has produced our great agency business, the largest and most skillful in the world.

Divorce advertising agencies from media commissions and you would destroy this great incentive



Kraft's McLaughlin, General Foods' Ebel, Bristol-Myers' Frost: where do our dollars go?

equally; if he works through an independent agent, the agent is allowed a 15% (or as established) commission, otherwise, a gross rate is charged.

Tide asked several major media some key questions: Had they been asked by advertisers to bill directly? What were their answers? Are they considering it at either net or gross rates? Here's how some of them answered:

system which is so vital to advertising.

The greatest danger in these recent proposals, it seems to me, is that creative quality might be reduced through efforts to lower agency compensation.

If this should happen, the advertiser would be hurt the most by the loss of advertising effectiveness.

The economy can ill afford to lose advertising power at this important stage in our development.

Media would also lose some of the great advertising volume which has been developed.

The agency would probably be hurt the least since the agency, by reducing its expenses below its income, could remain in business.

Media and agencies have recognized that the success of the advertiser is paramount. If the advertising succeeds for the advertiser, it also succeeds for the media and for the agency.

Successful advertising depends on high-quality creative work.

And so it follows that all those who are devoted to making advertising succeed should do everything in their power to continue to raise—and never to lower—the quality of advertising creative work.

• Howard Black, executive vice-president, Time, Inc.: "We will not bill direct at net rate. We announced this two months ago and do not contemplate changing this policy. One advertiser has asked to bill us directly and was turned down. New house agencies started recently have been turned down."

• Walter C. Kurz, advertising manager, Chicago Tribune: "As always we will bill any advertiser direct who requests this treatment, and will charge him the card rate. 15% is for agencies only."

• Joseph Allen, advertising vice-president, McGraw-Hill: "McGraw bills companies direct, but at gross rates. We discourage house agencies, do not knowingly give them discounts."

• Richard Salant, vice-president, Columbia Broadcasting System: "CBS is not billing directly, and hasn't considered it. We have no objection to present arrangements. If the advertiser doesn't like what he's getting, it's his gripe, no one else's."

• Doris Doland, Look Magazine: "Look has no plans to change its way of doing business."

• Monroe Green, advertising manager, New York Times: "We do bill advertisers direct, all the time, but we have one rate published. If the advertising is paid through an agency, the agency receives a 15% commission; if the advertising is placed through the advertiser, he is billed for the full amount published on the rate card. I am not aware that any large general advertiser has requested being billed at net directly."

• William B. Carr, vice-president & advertising director, McCall Corp.: "We bill direct now to some small advertisers that do not have agencies at

the full rate; only agencies receive a 15% discount. If we were asked by some advertiser to bill direct at net rate our inclination would be to say no. At least at present, if the whole system was changed my answer would have to be different."

Actually, a few media executives feel that it is not up to media to determine how much the agency is paid. Suggests one advertising director of a major publication: "Why can't the agency commission be considered as part of a pool from which the agency is paid? The advertiser and his agency could discuss costs and a reasonable profit for the agency. All commissions could be pooled and adjusted to that reasonable profit. If it comes to more than the agency has agreed to be paid, a rebate would be in order. Vice-versa, the advertiser would add to it. But it is too much, and would be too tough, to ask all media to change their systems."

➤ Obviously, media are not expressing themselves as strongly as the agencies would like them to if only because they don't yet know how strong advertiser pressure will become. Perhaps all it would take to blow the lid off the whole business would be a half-dozen important advertisers to persuade one medium to bill them directly at the net rate. There is little doubt that some advertisers are trying and when one big enough turns up and the medium is hungry enough, chaos might result.

Fortunately, it's reasonable to assume that most of the really important advertisers have no intention of starting such a chain of events.

Where will it end? Very probably just where the Justice Dept. had in mind: with individual negotiation between client and agency. ■

Color has yet to capture Chicago

- Both public and sponsors seem apathetic about color TV.
- Nonetheless, some national advertisers run live color spots.
- And a couple even produce color films for "all-color" WNBQ.
- One problem: color films may cost three times black & white.
- Meantime, WNBQ invites everybody to weekly color clinics.

DESPITE six months of advance fanfare and nearly two of actual all-color telecasting, Chicago's WNBQ has yet to whip up much enthusiasm for color. So far, both public interest in color sets and sponsor interest in color commercials are at best apathetic. Probably no more than 5,000 of Chicago's 2,300,000 TV homes boast color sets even though retailers can and do show what color TV looks like most any time of day (WNBQ broadcasts seven hours daily of local color programs, plus, of course, owner NBC-TV's color schedule). Further, only a few of the national advertisers buying WNBQ locally display much relish for gracing the color programs with color commercials.

Doubtlessly, the scarcity of color TV sets is the major culprit. But there is another: color TV's lack of immediacy seems to be clouding the fact that color TV is coming. As NBC-TV Spot Sales director Edwin T. Jameson puts it with forgivable bias: "We have been asking advertisers what they need and what we can do to help them with color, encouraging them but not forcing them. We feel it is reasonably inexpensive for them to get this experience and it is worthwhile for them to get it. You can see color coming and advertisers, agencies and broadcasters must learn how to work with a new medium that is so vital and so effective."

However, adds Jameson, while advertisers should want to protect themselves constantly against new developments, too many have not yet gotten around to considering color that way.

► Tide's check of advertisers using WNBQ as a color laboratory indicates that they're learning plenty. One advertiser, for example, figures that filmed color commercials' production costs may soar to three times those of black & white.*

Such advertisers, though, are still the exception to the rule. Top TV spender Procter & Gamble, for in-

stance, runs "strictly black & white" films for its Spic & Span commercials on a 10-minute WNBQ color news program. Colgate-Palmolive Co., also a top TV advertiser, airs 20-second spot announcements every Sunday night—in black & white. Explains Colgate: "There is no real interest on the part of Colgate to go into color at this time. That is not to say that we do not recognize the fact that WNBQ provides color nor that color is continuously growing in scope. But the use of color commercials at this point is valuable only as a novelty or an experiment."

Comments another color-shy WNBQ advertiser, American Safety Razor's ad director Albert Goetz: "We have two color commercials on WNBQ — both black & white." ASR's black & white filmed spots run adjacent to a color news program and a color sports program.

Goetz, who has had absolutely no color TV experience, simply isn't interested in it at this time. He agrees that once color comes, it'll eclipse black & white, even hazards that a black & white ad campaign in a color age would doubtlessly flop. But as far as he's concerned, the color parade just hasn't started. Another black & white only advertiser is Florida Citrus Commission, which buys a variety of spots on WNBQ (one-minute films on three weekly five-minute early morning newscasts plus 20-second afternoon and 10-second evening spots, both adjacent to network programs).

► Robert Hall Clothes, which describes itself as "eager and anxious for color television," probably best explains other advertisers' color shyness. The big clothing chain which sponsors a daily five-minute morning newscast frankly states that cost keeps it from experimenting with the newest medium.

Robert Hall, which buys television time on some 90 stations across the country, very much wants to find out how a soft goods marketer like itself

can use color TV most effectively. It just won't begin experimenting, though, until color set saturation approaches 40%. That's because the chain believes that color commercials will double current production costs. To justify such costs, color circulation would have to be reasonably good in a good many markets.

When Robert Hall does experiment with color, it wants to do so in a small market where time charges would not be so high as in Chicago. Adds one Robert Hall executive: "RCA is doing a good job as the leader in color, and it is trying to create a little excitement and a little interest in color, but WNBQ's switch-over to color is a big promotion for the television manufacturers more than anything directly affecting consumers."

► Nonetheless, the color picture isn't all black. Some advertisers, while still apathetic about color, at least do what little is necessary to air their live commercials in color on WNBQ's local live color programs. One example is du Pont, which is a participating sponsor (for its paints) of the Dorsey Connors Show. However, though du Pont is aware that its commercials are in color, one company spokesman adds that "no one seems to care very much."

Like du Pont, Canada Dry Ginger Ale, which is a sponsor of Clint Young's five-minute weather programs, airs its live commercials in color. However, it still occasionally uses black & white filmed commercials on the program. Says of switching to color film: "We haven't even discussed it yet." On the whole, the company treats the color commercials it does run as routine. Another spokesman put it: "No one here has seen the color show yet."

Another weather show sponsor, Armour & Co., which buys two 15-minute programs each week, has just the opposite attitude. It worries and works hard over its new live color commercials, given by an announcer "using a neighborly approach as he displays such products as bacon and ham."

Armour points out that adjustments must be made for many products to show up well in color—labels, for ex-

*WNBQ holds color clinics open to all agencies and their clients every Wednesday from 3 to 5 p.m. During the sessions, advertisers can see how their commercials look in color. Some participating advertisers: Armour; Atchison, Topeka & Santa Fe; Coca-Cola; Commonwealth Edison; du Pont; Jewel Tea Co.; Joanna Western Mills; S. S. Kresge; Libby, McNeill & Libby; Peter Hall & Sons; Sears, Roebuck; Swift; Sidney Wanzel & Sons.

ple, often must be altered so that production will be the same as that of the actual object. A ham comes up "bloody red" on a color picture and an adjustment is required to transmit the natural pink color it really is.

Armour figures that production costs for live color commercials are "approximately 15% higher than for black & white." That's because of the adjustments necessary for color, longer rehearsals, the greater pains required in selecting accessories.

Armour pays no premium for color time because WNBQ's only additional charge for color is for spots adjacent to network programs: \$95 extra for 10-second spots; \$190 extra for 20-second announcements.

Armour says that right now it's experimenting, has no specific plans for expanding color commercials "until sufficient color receivers in market areas warrant it." Nevertheless, it has also aired live color commercials on Ft. Worth's WBAP-TV and Oklahoma City's WKY. Armour is interested in color TV "because, among other things, it can convey more appetite appeal."

Peter Hand Brewing Co. uses three one-minute live color commercials for its half-hour black & white film package, Dr. Hudson's Secret Journal, which airs every Saturday night. The brewer airs live color commercials because it says "we have no choice." However, it has decided to make the best possible use of the opportunity to experiment with color, has discovered so far that color is "somewhat easier to work with," gives better focus, more realism." Recently, the brewery ordered its

agency (BBDO, Chicago) to prepare a 10-second color film commercial which should air sometime this month.

Another advertiser gradually working into color commercials is the Atchison, Topeka & Santa Fe Railway Co., which is a sponsor of Clint Youle's weather program twice a week. The railroad occasionally uses color film clips of trains and scenery in its commercials.

➤ For its live color commercials, the Santa Fe spends very little more in production costs—it mainly has to watch the announcer's attire. Despite its efforts, though, the railroad can hardly be called satisfied with color TV as it is today. It believes it is not yet technically perfected, that "colors do not come through on the picture screen satisfactorily." One adman goes so far as to say that he believes his color commercials "look better on black & white than on color TV."

WNBQ, however, can boast a couple of advertisers who go for color TV in a big way. Miles Laboratories, for instance, uses six 20-second color film spots a week on the station. Miles commercials, which feature "Speedy," Miles' familiar doll-like figure who wears an Alka-Seltzer pill as a hat, have been photographed in color since 1953 (Miles reduces them for black & white transmission).

➤ Miles also uses black & white film—mainly for commercials employing announcers. Miles, of course, can now compare color costs vs. black & white, finds that color films run some three times higher.

The company also uses its "Speedy" color commercials every fourth Sunday on WSAZ (Huntington, W. Va.) and on Miami's WTVJ and Milwaukee's WTMJ. The latter stations hold the color films, use them as spot adjacencies whenever net color programs air.

Miles has no concrete plans for expanding its use of color commercials, but it definitely will continue experimenting. Of its experience with color TV so far, Miles has this to say: "It's prettier, but it needs further technical perfection. When NBC held color demonstrations it had trouble with colors 'bleeding'—spreading beyond the details. Also, color television requires considerable casting around to come up with a color which will show the desired shade on the receiving tube. For example, if you want to get a chartreuse shade, you need to put a different shade on camera to make chartreuse appear on the picture tube."

Another sponsor using some color film commercials is Whirlpool-Seeger Corp., which foots the bill for Kukla, Fran & Ollie, now a local live color



One of the few color film commercials appearing regularly on WNBQ, first "all-color" TV station, is this one aired by Miles Laboratories

program on WNBQ. Whirlpool-Seeger uses both live and film color commercials, both featuring Fran and the puppets. Although Whirlpool-Seeger uses color commercials on the network color program, the Milton Berle Show, every third Tuesday evening, WNBQ is the only local station where it airs color. The appliance company, interestingly enough, reports that color commercials cost it very little more than black & white. It also believes that color commercials "come off better" than black & white ones. Nonetheless, like other companies it says it is mainly experimenting, "is not married to color commercials."

Words at work

- Advice for a girl in love with a much younger man.
—CARPET INSTITUTE
- Is your playroom a washout?
—BENDIX
- Diagnosis: two bones and one budget broken.
—PRUDENTIAL INSURANCE
- For an easier life, weigh this hat (Yes, you heard right).
—ROYAL TYPEWRITER
- What is it that has 2 eyes, 2 ears, a nose and soul-satisfied look of fulfillment?
—WURLITZER
- My girl can't knit socks like the Governor!
—ESQUIRE SOCKS
- How much time do your salesmen lose by DRIVING BLIND?
—BELL TELEPHONE

Carrier's air conditioning crusade

- It wants to sell air conditioning of entire homes, not rooms.
- Reason: the big market is there—though maybe not for 10 years.
- Thus Carrier must strengthen dealers on engineering & sales.
- And it must sell the public on air conditioning's general benefits.
- Here's how it hopes to accomplish both jobs.

SYRACUSE'S Carrier Corp. likes to boast that actress Grace Kelly sailed recently to Monaco in Carrier air-conditioned comfort. Carrier Icemakers supplied cubes for her favorite vodka-on-the-rocks. Oliver, her black French poodle, caroused with companion canines in a Carrier-cooled kennel thoughtfully maintained by the S. S. Constitution.

Such facts are not mere PR stunts. What General Motors is to automobiles, what Procter & Gamble is to soap, Carrier is to air conditioning, and has been

since one of its founders, Dr. Willis H. Carrier, developed the first practical cooling system in 1902.

Yet despite its pre-eminence as a master manufacturer, Carrier is just growing into a master marketer (though it's second to no one in sales of central air-conditioning units, it trails Fedders-Quigan, General Electric and Philco in room cooler sales).*

In the last couple of years, for example, Carrier has reorganized so that each division is all but autonomous. It now has a marketing staff reporting di-

rectly to its president which oversees all divisions' marketing. It runs one of the liveliest ad campaigns in its industry (one that is beginning to be copied) and it has just taken its first plunge into network television. A vast sales training program has been launched for dealers, part of whom are engineering experts with little knowledge of selling and part of whom are sales experts with little knowledge of engineering.

► Behind Carrier's new marketing drive is its firm belief that the shape of the air-conditioning market is changing. Says Carrier's suave board chairman, ex-Wall Street banker Cloud Wampler, "By 1960, the year-round air conditioning of homes will have become the largest single part of the entire business with further sharp increases still to come. There was a time when central air conditioning was a luxury — but no more."

Three years ago, Wampler explained, room air conditioners dominated the residential market. Their dollar volume (\$150 million) was six times that of central units. By last year there had been sharp increases in dollar volume in both fields, but room unit figures were only a little better than two years ago, those for central systems in homes (\$420 million vs. \$187 million).

Wampler, who moved up to board chairman in March after 14 years as Carrier's president, predicts that within five years the sales scales will turn in favor of central units with 1960 dollar volume something like this: \$830 million spent for home central units vs. \$600 million for room coolers. By 1965, predicts Wampler, the air-conditioning picture will be exactly the reverse of today's, with two home central systems sold for every one-room air-conditioning unit (a dollar volume of \$1.8 billion for central units vs. \$810 million for room units).

► Wampler is determined to see that day "when man will wake in an air-conditioned bedroom, eat breakfast in an air-conditioned breakfast nook, drive in an air-conditioned car to work in an air-conditioned plant or office building."

*Carrier's 1955 sales of \$190 million were 25% above 1954, a huge 700% over 1946 sales. However, Carrier's sales increase over 1954 did not come from expanded volume but through a merger with Affiliated Gas Equipment, Inc., on March 1, 1955. Some \$50,000,000 in sales were contributed roughly equalling Carrier's over-all sales increase. The merger also contributed heavily to Carrier's net profit in 1955 of \$8,487,000, 23% higher than in 1954. Despite a dip in net profit from \$3,000,000 in the first half of fiscal 1955 to \$2,966,000 in the first half of fiscal 1956 (due to completion of a government contract), Carrier's civilian sales rose 37% in the same period.



Carrier chairman Wampler: in 10 years home units will outsell room 2 to 1

On one hand, of course, Wampler counts on new housing construction and new family formations to drive up central unit volume. Carrier, for example, recently contracted with Levitt & Sons, Inc., to install 702 Weathermaker residential units in Levittown (Pa.). Comments Wampler: "The Levitt contract may well represent the major breakthrough in the volume housing market. Certainly it will have a profound effect on the entire home building industry and should go far to establish year-round residential air conditioning as a practical necessity."

► On the other hand, Wampler knows Carrier has to help its dream along. The result: Carrier, traditionally an engineering-minded company, is on a fascinating marketing spree.

Carrier's drive to become a master marketer as well as a master manufacturer started about three years ago. One of the first key moves was Wampler's reorganization of the company corporate structure.

Previously, Carrier was a functional organization whose horizontal divisions or departments dealt with all products of the corporation. Today Carrier is

decentralized to the point where each of its seven divisions handles a group of closely related products and has complete and separate responsibility for everything from product development to distribution and sales.*

*Last year Carrier got three new divisions as the result of its merger with Affiliated Gas Equipment, Inc.: Bryant Division (Indianapolis), gas and oil-fired furnaces, water heaters, boilers, unit heaters, home air conditioners; Day & Night Division (Monrovia, Calif.), home furnaces, water heaters; Payne Division (also Monrovia), gas heating units. Other divisions (in Syracuse): Unitary Equipment, room air conditioners, forced warm air furnaces, automatic ice makers; Machinery & Systems Division, industrial air conditioning and refrigeration equipment; Allied Products, upright food freezers; International Division, overseas sales to 134 countries.

York's new Snorkel Air Conditioner makes all others old-fashioned!

York the quality name in air conditioning

Now! For millions who thought their homes couldn't be Air Conditioned

NEW 1956 Westinghouse "SUPER SEVEN"
Low cost: 3/4 HP Air Conditioner runs on normal house current!

WATCH WESTINGHOUSE

We've put them in a "pickle" for you; (this they try to answer this question, they're bound to look this up... if you feature Fedders Air Conditioners)

"Are pickles worth more than people?"
asks FEDDERS WORLD'S LARGEST MAKER OF ROOM AIR CONDITIONERS

Don't laugh! Do you keep your pickles fresh and cool in a refrigerator costing hundreds of dollars more than a Fedders Air Conditioner while you yourself suffer in humid, sultry atmosphere?

Ask your dealer to show you FEDDERS EXCLUSIVE NEW **SUPER F COOLING SYSTEM**

FEDDERS AIR CONDITIONERS

This year's crop of room air-conditioner ads: new features aim to beat the heat

Room air conditioners: winning but losing?

In 1953, retail sales of room air conditioners passed 750,000 units. In 1955, they nearly doubled that figure, beating the 1,300,000 mark. The gain from 1953 to 1954 was over 30%, from 1954 to 1955 it was nearly 35%. Sametime, saturation is a meager 5.6% of wired homes.

To capitalize fast on this immense potential, air-conditioning marketers this year are plugging room coolers with some agreeable new features.

One such is the 7½-ampere, ¾ h.p. Supreme which Fedders-Quigan bills as "a revolutionary new development in room air conditioners." Fedders (which claims the lead in the room-cooler market with a 13% share) will spend about \$250,000 in national magazines this year to explain to consumers that now they can buy a room cooler without the cost & trouble of special re-wiring in their homes (most homes can only handle ½ h.p. coolers while a ¾-h.p. unit is usually required to cool a room adequately). Fedders ad manager Harold Boxer began his campaign (via BBDO) with a Life ad in March, plans to run it through July.

Westinghouse also features such a unit which "uses 40% less electricity

than ordinary ¾-h.p. units . . . takes less current than your toaster." (The Better Business Bureau has warned that 7½-ampere air conditioners need a separate or branch appliance circuit, a heavier No. 12 rather than a No. 14 wire and a receptacle for proper grounding. In other words, they should not be advertised as an appliance that "just plugs in.")

York Corporation's bid for a bigger share of the room-cooler market is its new Snorkel, a room cooler that takes only 9" of a window's height and is "only 12½" thin" (it is also portable, boasts an air filter). York, while continuing to plug its regular line of room and central coolers, introduced the Snorkel June 1 in New York City, goes national with it June 15. Most of York's ad budget will go into magazines and distributor co-operative campaigns.

Equally new to the room-cooler market is General Electric's new Thinline models (16½"), which can be mounted completely inside the window or completely outside the window. One of the problems solved by the Thinline, feels GE, is the hazard of room coolers blocking the path of window washers on office build-

ings. Some unions, says GE, don't allow window washers to clean windows with air-conditioning units on them. Now a Thinline unit can be mounted on a piano hinge, swung inside when the washer is at work. GE, incidentally, predicts that \$550 million worth of room air conditioners will be sold in 1959, \$700 million worth in 1962.

The big ad push at RCA-Whirlpool this year is for its room cooler with an "electronic filter" (manufactured by Fedders-Quigan for the RCA-Whirlpool label). A good part of RCA-Whirlpool's \$1,250,000 ad budget for room coolers will play up the idea that the electronic filter is a boon to hay fever sufferers (ads, which began in May, will run right up to Labor Day when hay fever hits hardest).

Carrier Corp., which markets International room air conditioners, agrees that the potential for room air conditioners is big, but it thinks the potential for central systems is much bigger.

Its current promotion aims basically to get people interested enough in air conditioning to buy central instead of room units (see accompanying article).

You'll be cool, say Carrier ads, whether you own a central or room air conditioner. Humorous ads straddle both markets. Carrier also puts a small budget behind room conditioners (New Yorker's "before & after" series), a larger one behind central units in home service magazines. It now uses Today, Home and Tonight for the "personal salesmanship" of TV stars.



I use all thumbs at do-it-yourself. Then I bought Carrier Room Air Conditioner. I'm still all thumbs at do-it-yourself, but here, so my bedroom, mine and yours!



Your room entertaining more in a Weathermaker Home

Carrier's lively new ad strategy

Carrier's advertising for the last two years has been among the most amusing in the business. Thanks to a management decision to replace formality with free-wheeling N. W. Ayer creativity, humorous ads have been tickling consumer and dealer alike.

But the big news from Carrier admen, of course is the air-conditioning marketer's first plunge into network television (competitors like GE and Westinghouse have long plugged air conditioning on network TV).

As ad director Leslie M. Beals explains it, Carrier's network TV venture neatly fits Carrier's basic sales aim: to sell central air conditioning to home owners and to industry. In fact, the biggest commercial play on Carrier's three shows, NBC-TV's Today, Home and Tonight, is for the Carrier Residential Weathermaker (it gets 32 out of

the 44 commercials). Carrier's room air conditioner, the International, garners the rest.

Beals hopes to use net TV to put Carrier residential units across in two ways. First, he thinks that star TV salesmen like Dave Garroway, Arlene Francis and Steve Allen will be able to sell air conditioning not just as a way to beat the heat, but as a way of life. They stress the consumer benefits of air conditioning such as healthier living, cleanliness, cooling's ability to easily fit room decor, even tightening the family circle by creating more comfortable home atmosphere.

The second and equally important aim is Beals' expectation that the \$300,000 TV drive will have a beneficial effect at the dealer level where all air-conditioning marketers face problems (Carrier will put \$2,500,000 into na-

tional advertising this year, plus another \$500,000 in co-op). "Our aim with television is to help turn our installing dealers into more effective salesmen. The key is having them tie-in with the network shows and promote themselves locally at every opportunity."

To equip its dealers (mostly plumbing and heating specialists, sheet metal contractors and engineers) as more powerful salesmen, Carrier has tried to leave no stone unturned to get them to tie into its network television plans. For one thing, Carrier has showered thousands of merchandising kits on its distributors to pass on to Carrier dealers. So far 2,700 of the room air-conditioner kits (at \$1 each) and 2,200 of the Residential Weathermaker kits and well over 10,000 shorter versions of the Weathermaker kits were requested by Carrier distributors (the kits no-

Wampler also took a further organizational step—one that is becoming increasingly popular among management. He set up a central staff reporting to then executive vice-president William Bynam (ex-sales engineer who became Carrier president in March and whose old job is still open). This staff consists of specialists in engineering, production and marketing who constantly consult with the operating divisions, co-ordinating their activities.

➤ Reporting directly to Bynam is 54-year-old Leslie M. Beals, Carrier's jaunty ad director. His 41-man ad department services the Carrier operating divisions, but is not part of any of them (Beals' assistant sales promotion managers work with the product managers and sales managers in each division). A former ad director of W. A. Sheaffer Pen Co., Beals believes his department's

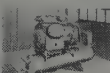
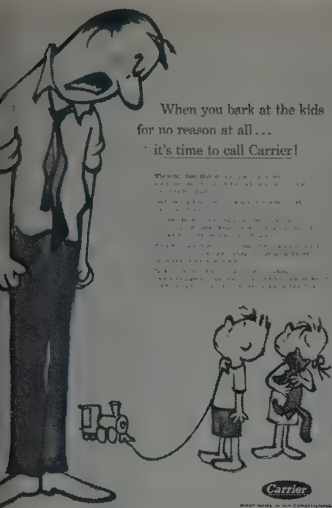
primary job is "to convert the installing dealer into a merchandiser and make him sales-promotion minded." To do this, his men prepare all of Carrier's co-operative advertising and sales promotion, leaving creation of national advertising to N. W. Ayer, Carrier's ad agency for the last nine years (for Carrier's latest ad strategy, see above box).

One of Beals' outstanding moves was a special advertising workshop conducted for distributors and dealers in 1954 to prepare them for last year's selling season. A lecture & discussion conference held in Syracuse, its purpose was to present the best thinking of the Carrier advertising & sales promotion people to distributors and dealers. Beals, his men and representatives of N. W. Ayer covered the problems of building an ad campaign at the local level, the selection of media, the use of direct mail, telephone directory adver-

tising, trade shows and the like. Although he did not repeat the workshop in 1955, Beals feels it helped last year's dealer sales and will continue to have such effect.

➤ Unitary Equipment Division vice president & general sales manager John M. Bickel (Unitary makes and markets Carrier's residential air-conditioning units) heads a staff of sales managers who work constantly to improve distributor & dealer selling. Bickel, who founded the industry's first dealer distributor organization in the 1930s, believes that dealer education is the division's No. 1 job. A 1916 graduate of the University of Wisconsin, Bickel began his selling career with Curtis Publishing Co., went on to Servel, Inc. and the Holmes Refrigeration Co. before joining Carrier in 1929.

"Selling air conditioning," says



contain the usual product litera- sales letter, newspaper ad mats nine TV commercials, complete art work ready to go on the air). and Carrier has made arrangements NBC affiliates so that its dealers buy 20-second chain breaks in the work show, or one-minute commer- before and after the network .s. metime, Carrier hopes dealers will fit from the TV stars in another Arlene Francis, for instance, will on her program from a Carrier let, "A Woman Knows Best About Conditioning," which dealers will plentifully available. hile Carrier's new network TV ad- ing concentrates on plugging al units, Carrier's national maga- advertising continues to straddle markets for room air conditioners 'central units. ey example of this straddling tech- are the humorous ads appearing ewsweek, Satevepost, Time. Clever

artwork and a snappy headline raise the consumer's interest in air conditioning ("When you bark at the kids for no reason at all . . . it's time to call Carrier!"). Body copy makes it plain that either room air conditioners or central units will cool you off. A second magazine campaign (in The New Yorker) continues the humorous theme—but plugs only room coolers. While these two campaigns are designed to arouse general interest in air conditioning first, sell specific units second, a third campaign (House Beautiful and House & Garden) plays it straight to the home market for year-round Weathermaker units. A fourth campaign promotes air conditioning for offices (Business Week, Nation's Business and Newsweek). Sametime, heavy business paper advertising seeks "the men who sign the purchase orders" for Carrier's heavy air-conditioning units in hotels, hospitals, refineries and factories.

sales, engineering and product information for specific lines of Carrier equipment.

➤ This year, distributors have one new course to teach: how to manage an air-conditioning dealership. Consisting of 11 different lessons (presented on slide-films, long-playing records), the course costs distributors \$92; dealers pay up to \$25 for this and the other courses.

Besides Affiliated's gas & oil heating equipment, Carrier has a heat pump in the works, probably due for marketing this fall (Tide—Nov. 5, 1955). Carrier, thus, competes with such giants as General Electric and Westinghouse as it drives to specialize in both heating and cooling of homes and industry. Wampler's goal for Carrier and its customers: "The day will come when man will simply set a thermostat and forget heat and cold. The energy one throws away in the battle with environment will be turned to more useful pursuits."



Carrier ad director Beals: humorous ads tell both sales stories at once

cel, "is a great trading-up process. may start with a room air condi- er. Then you move on to central dential units. Our job is complicated the fact that we have all kinds of ple who are dealers—engineers who t be taught to sell, appliance ers who must be taught basic ineering principles." ickel and his colleagues also recall when room air conditioners glutted market in 1954 many a dealer did come off too well because of lack uch knowledge. For example, in- erperienced salesmen, eager to push as they knew little or nothing about, n indiscriminately sold air condi- ing to consumers with inadequately d. homes. When the lights blew the prestige of air conditioning ped and so did chances of easily ing the customer up to a central

➤ Bickel believes that Carrier's new sales training program may solve these problems. Ted Skogland, Carrier director of sales training, estimates that more than 3,500 Carrier dealers have taken the year-old course presented by the Carrier distributors and prepared in Carrier's home office in Syracuse. (Carrier, which once brought dealers to Syracuse, now sells the kits to distributors who train dealers at a nominal charge—"if it were free, dealers might never look into it.") Just how many extra tons of air-conditioning equipment have rolled out of dealer outlets as the result of this training is anybody's guess. "We are receiving plenty of evidence," says Skogland though, "that the information packed into our training courses is being put to practical use." Carrier's training program includes completely packaged courses covering



Vice-president Bickel: dealers are the industry's No. 1 problem

Advertising in an electronic age

- RCA consultant says international TV will be here soon.
- So will instantaneous poll-taking, thanks to electronics.
- Another speaker urges more & more repetition on admen.

FOR the last 34 years E. I. du Pont de Nemours & Co. has held an annual advertising forum to give its advertising and agency people a refresher course in the power & glory of advertising. Theme of this year's meeting, held last month in Wilmington: "The Communication of Ideas," an expansion of last year's forum which explored "The Power of an Idea." The one-day meeting turned up two particularly interesting talks.

► One of the world's top electronics scientists, Dr. Alfred N. Goldsmith (he's a consultant to Radio Corp. of America), told the forum that it's not too early to begin now to understand the "fundamentals of communications we will be using in the future." Goldsmith, for example, thinks international television will be here much sooner than many people think. He implied that advertisers should begin now, even before color television is a full-blown reality, to think how they can use international television.

Goldsmith predicted that electronic communications in the future will enable any person anywhere to communicate with any other person. Any person, further, will be able to address any mass audience. Possible, also, will be a system of reverse communication called Centercasting, which will permit the swift transmission of the viewpoints of many persons to a central reception point. There they would be recorded, collated and analyzed to provide large scale and almost instantaneous public opinion polling. Finally, reported Goldsmith, it has become theoretically possible even to translate speech electronically from one language to another—so-called mechanical translation.

► In short, the electronic communications system of the future will transmit both the voice and the physical appearance of any man, literally anywhere on the globe. His words will be understood regardless of national languages—and how effective he is, instantly reported.

Goldsmith indicated a few of the problems marketers will face at that

time. "You will have to take into account differing time sequences. Merchandising methods, dramatic scenes—the length of a skirt or the duration of a kiss—will have to find new international denominators. You will be entering many homes of many strangers and in some places, figuratively speaking, you will take your shoes off while in others you will keep your hat on."

Today's big battle is how to win a larger share of the consumer's mind, said forum speaker Dr. David G. Powers, author, teacher and management consultant. He told his audience that to persuade a consumer to buy, one must simplify and repeat. Ideas must be presented clearly, compactly and concretely, and then must gain acceptance through repetition. "You never know at which time the obstruction in the mind is removed."

Powers made a strong point for continuity in sales and advertising efforts: "If you would persuade anyone, keep him thinking about your idea." He emphasized this point by estimating that du Pont probably has reproduced its oval trademark "more than three billion times" and still doesn't feel that

it's fully in the public consciousness and the American mind.

Powers cautioned that repetition did not mean "overstating the case in enthusiasm for a product," since this gives effective ammunition to competitors which delights in debunking extravagant claims. He suggested that if this is a weak link in a sales argument, its weakness can be turned to an advantage through a disarming acknowledgment of its existence.

► But Powers emphasized that the "one thing most advertisers always forget" is to repeat. He thinks advertisers should repeat in a variety of ways. "The weak fellows are the fellows who get tired of repeating. You must persist with nuance and variety and newness of form; re-kill and regenerate and enthuse." He believes that if one central theme is "pounded home long enough it goes into the mind and becomes psychic thinking."

While the backgrounds of the speakers varied widely (others included a searcher, a reporter and a retailer), du Pont's forum brought out two main points:

- That communications is a great deal more than message transmission. There must be a reception of a message and an understanding of it before communication is achieved.
- That there is an everlasting need to understand the other fellow's background and point of view.



Caption by—M. J. DUGGER

"In spite of the fact that your best account dropped out this week, you're doing an excellent job on the baseball pool."

WHAT action do people take after reading a magazine? Thanks to some 25,000 interviews conducted over a year by Alfred Politz Research, Inc., the Meredith Publishing Co. thinks it has an answer—at least for its monthly Better Homes & Gardens.

Actually, the action people take after magazine reading is only one new research area out of eight explored by the magazine business' latest Politz study (others were recently done for Look and Sports Illustrated; another is due for Reader's Digest). Besides action people take, the BH&G study covers: a full year's readership figures (based on a full year's interviewing rather than projections from a month's or some months' sample); the pattern of that readership (e.g., accumulative and repeat, numbers of men and women, economic status); how households dispose of an average issue when they're through with it; a study of "back-issue reading"; the number who clip issues and refer the clippings; the relationship of purchases and other actions to the number of issues read (i.e., effect of continuity); an experimental attempt to classify people by their willingness to buy or try new products.

Politz began the study in October, 1954, completed 113 interviews with 7,512 people (5,448 were interviewed four times).

Says BH&G, as many as 67% of an issue's ads ask a reader to act (send for literature, request dealer names, etc.). Politz research indicates that 6,950,000 people or 77% of an average issue audience (15,500,000) reported that they took one more action as a result of reading the magazine. What action did they take?

1,100,000 said they wrote or sent a coupon for a sample or information or a booklet.

1,800,000 bought something shown in an ad or article.

2,000,000 shopped for something shown, but didn't buy.

2,300,000 clipped something from ads or articles.

2,550,000 tried something or used an idea in an ad or article.

4,850,000 mentioned, discussed or recommended something in an ad or article to a household member or friend.

In all, the 6,950,000 took a total of 27,100,000 separate actions which they associated with their reading of an average BH&G issue.

Another interesting aspect of the study: the experimental attempt to classify people by "willingness to buy." Respondents were asked, from a list of products not yet on the market, whether they would buy the product as soon as it was introduced or whether they would wait until other people had tried it. BH&G penetration tends to be higher among the venturesome: of the venturesome, 43.4% read at least one BH&G issue during the year while only 25.9% of the cautious had read an issue. Further, those rated venturesome own more often such recently developed appliances as electric skillets, electric rotisseries, etc.

BH&G calls the effect of continuity of readership "dynamic," when it's related to product ownership. The study shows, for example, that 58% of those who read 12 issues out of 12 live in households owning automatic washers, 65.8% garbage disposers, 68% electric dishwashers. As for clipping issues, BH&G says that 1,150,000 people clipped the punched food page of an average issue, 1,000 the handyman page, 250,000 the gardening page. In addition, 1,550,000 people clipped 2,450,000 articles from ads from the unpunched pages of the issue. In all, 50,000 had BH&G clippings in their possession (which reviewers saw); of those, 5,300,000 had recently referred to such files.

As for "back-issue reading," BH&G's study shows that

New study gauges magazine impact

9,400,000 people recently looked into one or more back issues (four to 12 months old). Of those, 50.2% looked up an ad or article on building or home maintenance, 45.7% on food, 44% on gardening, 39.6% on home furnishings, 25.5% on household equipment.

BH&G also charted what happens to an average issue after subscribers finish with it. Of primary circulation (3,870,000) 1,450,000 gave the issue away, 350,000 loaned the issue, 350,000 threw it away. Instead of reporting the actual number of primary households which kept the issue (presumably 1,220,000 since 500,000 made "miscellaneous" use of the issue), BH&G says "6,400,000 live where issue was kept."

Of the "given-away" issues, the pattern follows that of primary homes: for instance, a high number (400,000) gave the issue away again.

As for readership and readership patterns, an advertiser buying an average BH&G issue can expect to reach 15,500,000 people (over 10 years of age). An advertiser buying space in every issue over 12 months can expect to reach 44,150,000 people at least once. If you buy space in eight issues during a year, you can expect to reach 39,300,000 at least once. If you buy space in four average issues, you can expect to reach 30,800,000 people at least once.

Other statistics qualify readers by sex (of an average issue's 15,500,000 readers, 5,500,000 are male), by socioeconomic status, by ownership of various products such as appliances and automobile, etc.

BH&G's current circulation guarantee: 4,250,000. ■

What's wrong with aspiring admen?

- Today's advertising beginners have both ability and knowledge.
- But they're still "green and book-taught," in need of experience.
- They have an unhappy tendency to hold selling in contempt.
- And they lack humility, open-mindedness, thoughtfulness.

"GET out and sell! Only then can you start up that ladder of success! And remember, too, you have to be an Indian before you can become big chief!"

That's the advice leading advertisers, agency men & public relations executives have for June graduates who plan to make marketing their career. The



glaring deficiencies in today's graduates, say members of the Tide Leadership Panel, are in the realm of experience and attitude, not in ability or knowledge.

➤ The Panel aired their gripes about attitude the most eagerly. Complains one Hartford (Conn.) ad manager: "They [youth] think some scientific approach will substitute for emotion and the 'personality' of the job."

Norton Co. publicity manager C. Leonard Shaw puts it another way: "There are preconceived ideas in an educated young mind not open to re-learning without an argument."

Many marketers agree with Marschalk & Pratt president S. I. Meulendyke, who feels the glaring deficiency today is "not a matter of knowledge or ability per se, but a matter of attitude fostered by so-called intellectuals who hold all forms of selling in contempt."

"They're too sure they have all the answers before they have the job!" asserts Rollo Horwitz of McMahan-Horwitz Co. "This prevents an attitude of the real researcher or 'perpetual student.' The latter has humility and an open-mindedness needed to do a service for marketing."

The marketing executives of tomorrow "don't know how to market themselves," adds Hutzler & Long vice-president W. H. Long. "There is an expectancy among them for high salaries and rapid promotions on their offering of a completely green, book-taught individual."

➤ Impatience, executives agree, is another fault of today's youth. He is too anxious to get ahead and unwilling to



take time to build a solid foundation of experience. Declares Junket Brand Foods advertising & promotion manager Steve Musica: "Too many young people try to move ahead too fast into important marketing positions, without sufficient practical experience."

An air of smugness is another gripe registered by marketers about today's neophyte entering the field. Rochester (N.Y.) agencyman Charles Rumrill sums up his attitude, says: "There is a general lack of thinking ability. Too many are sold on the notion that their training has made them specialists, that

knowledge of technique is the complete answer."

Finally, marketing executives fear today's youth may be too security conscious. One company general manager feels most seek "only security and have no desire to do more than the minimum to get by." Institute of Life Insurance advertising director Donal F. Barne maintains this "total security-consciousness is not a foundation of the marketing process," adds that "great marketers have been risk-takers."

➤ But although today's young people looking forward to successful marketing careers leave something to be desired, most admen agree they are a fairly well-rounded group, go along with Donahue & Coe vice-president Sam S. Baker, who feels that "young people today are, if anything, a little brighter and more able than in past generations."

To polish the would-be marketer into a more acceptable executive, admen suggest these various courses:

- Practical training in college. State J. L. McCoy, Graflex marketing manager: "Part of the school curriculum in marketing should include practical sales training and actual experience." An agency president has another suggestion, advises: "Give 'em a year of field training between sophomore and junior year. Split the college senior year-making it two years—dividing time, on internship basis, between field and classroom."

- Practical training of college professors, so that they can teach student



more effectively. Panelists suggest that marketing teachers spend several months a year out in the field "mining" with the trade. Franklyn R. Hawkins, Libbey-Owen-Ford Glass Co. manager, would like to see "men in the advertising business recruited as teachers of evening courses."

On-the-job training. Company executive training programs should be expanded, say Panelists, and should also include training in incentive and attitude. One advertising director, who feels management is ignoring an obligation to young people to encourage them and build up self-confidence. They should feel free to express any idea that comes to them, and be made to feel that even a bad idea is better than none." And Roy J. Leffingwell, R. director of the Hawaiian Sugar Planters Assn., adds that management can help by "sharing with employees a fair share of the profits that their work creates. "This," he says, "gives them motivation for learning how to deal with people."

It just takes time. As Jerome Hardy, Doubleday & Co. advertising director, puts it: "Only patience and the . . . working of fate can correct the deficiencies that now exist in youth."



B. White, Gilbert & Barker Mfg. Co. manager, is more cynical: "Time and experience will correct it in the case of those worth saving." Another panelist, vice-president of a package goods firm, feels there's no helping today's young people, laments: "You can't correct anything. Let 'em get their heads knocked in."

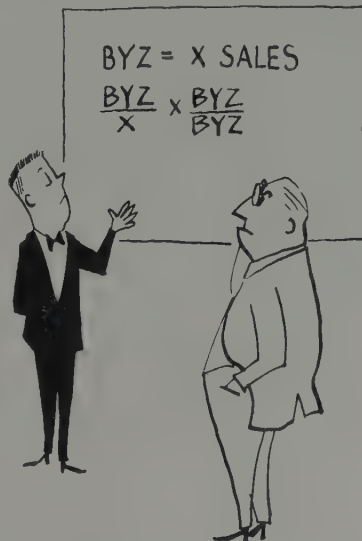
"What advice would you give to young people interested in entering the marketing field?" Tide asked its Panel. Here's what some leading advertising and PR executives would advise:

O. M. Gale, manager of Procter & Gamble's public relations: "Pick a company that regards the development of

men as its most important activity, and one that—judging from its record of success—has also the know-how. (I suggest P&G.)"

• **C. R. Zeininger, vice-president, McNeill & McCleery:** "Remember that a college degree simply means that you've graduated from marketing's kindergarten. Your education's just begun. Don't relax in your search for more information until the day you retire."

• **Floyd S. Chalmers, president, Maclean-Hunter Publishing Co.:** "Acquire a balanced knowledge and understanding of advertising, personal salesmanship, and research methods. And learn



to dress neatly, listen courteously and speak modestly."

• **J. M. Mathes, J. M. Mathes Co.:** "Get a job with an aggressive, progressive company that really believes in advertising—and uses it!"

• **George Mosley, vice-president, Seagram Distillers Corp.:** "Go out and sell for at least FIVE years."

• **Nelson A. Miller, chief, market research & development service, Office of Distribution, Dept. of Commerce:** "Get a job in a good firm. Join a professional association in your field of specialty. Attend local group meetings for lectures and discussions. Keep up-to-



date in your field by reading proper business papers. And contribute to the success of your firm."

• **Jack F. Gow, public relations manager, Tidewater Oil Co.:** "Climb down from the clouds. Start small, work hard, study, absorb, apply yourself. In other words, "look sharp, feel sharp and be sharp!"

• **Don Lynch, public relations director, Mutual Benefit Life Insurance Co.:** "Try to tie yourself to some smart guy who has been around and who has a good record in the field. Learn from him."

• **Oakley Bidwell, vice-president, Campbell Mithun:** "Don't enter the field—unless you're willing to work harder, think faster and keep longer hours than any of your classmates. There's scarcely ever been a more killing rat-race in business history. But, if it's right for you, you'll love it!"

• **Frank McDonough, manager, American Weekly:** "Do some house-to-house selling. Visit supermarkets and see what's being bought, and who buys it. Get away from the country club set and mingle with the proletariat."

• **L. R. Cazal, advertising manager, Cory Corp.:** "Learn early that there is no substitution for hard work; develop a facile and quickly adaptable mind; learn to think creatively; develop a healthy curiosity, and last but not least, learn how to get along and work with people." ■

Words at work

- Get lost! . . . and like it.
—HOTEL BISCAVNE
- One moment, please . . .
—DECCA RECORDS
- Sufferin' catfish . . . did you say
a BILLION dollars?
—J. L. HUDSON
- Two hats for a one-headed man.
—LEE
- Your wife is out with your best
friend!
—OSROW PRODUCTS
- Are pickles more important than
people?
—FEDDERS
- Where 2,328,324 farmers dis-
appeared without a trace.
—TIMKEN

Why Esso has a new grade of gas

- Gasoline's dilemma is how to serve both oldest and newest cars.
- Esso's answer is a third (and higher octane) gasoline grade.
- As octane ratings rise, additives' advantages wane.
- Here's what to expect from the gas companies from now on.

EVERY year about this time, gasoline companies go on an advertising binge, timed to coincide with spring and summer when cars pour onto U. S. highways. In the past few years, this advertising has been keyed to additives, usually guaranteed to do everything except shift gears. Now it looks as if gas companies are betting both their ad budgets and their sales future on higher octane.

The current problem in the gasoline industry is simply this: as new automobile engines are developed with higher compression ratios and skyrocketing horsepower, new gasolines must be developed to serve them. But at the same time, there are millions of older cars on the road which run well on low-octane gasolines of yesteryear.

➤ Finding a way to meet the needs of all motorists is the big stumbling block. Most gas companies now agree that additives are not the complete answer, despite the success some companies (like Shell with TCP) have had with them. From all indications, the gasoline market of the future will be composed of multi-octane brands, one for each generation of cars and each genus of engines.

The recent events spotlight today's gasoline trends:

- Esso Standard Oil Co., which does 40% of its business in premium gasolines, has added a third gasoline grade—a 100-plus octane called Golden Esso Extra (price: 3¢ a gallon above the usual premium price).*
- Sun Oil Co. is experimenting in Florida with a special pump that allows motorists to choose from among five different octane ratings—octane concentrate and gas are mixed in the desired amount by setting a switch—with the highest octane over 100.
- Socony-Mobil Oil Co. claims that its new regular-priced Mobilgas with additive F now has high enough octane rating for engines that previously needed premium gas.**

Behind the octane race (and the now waning additive race) is, of course,

Detroit's horsepower race. The public may not know precisely what additives or octane ratings do for their cars, but they generally understand that both in some way contribute to better car performance. At least that belief is behind Esso's triple grade gasoline.

➤ Declares Esso president Stanley C. Hope: Esso decided to market a new, third grade of gasoline because

a higher-than-existing-premium motor fuel is now required by about 20% of new cars—and that percentage will rise sharply over the next few years, (Octane rating of regular gasoline in U. S. now averages 89.3. Average rating of premium gasoline is 96).

Hope believes Esso's move is particularly sound since changes in engine design and the resulting need for high quality motor fuel come largely from public demand for ever-better car performance—e.g., the ability to pass with

***Three grades of gasoline have sold before, but up to now the third one has always been extra-low grade fuel. This is the first time extra-high grade gasoline has been offered.

**Octane number is probably the most widely known and least understood of the terms used to describe gasoline. Octane number measures anti-knock characteristics of fuels. If an engine's requirement is higher than the octane number of the fuel, the engine knocks and deprives the car of power, usually when it is most needed.

Coming June 20...from Esso Research...

3 BRILLIANT GASOLINES

These are the facts:

No one gasoline can economically satisfy the widening power needs of today's cars.

No two gasolines can give every motorist full value for his gasoline dollar.

Now THREE gasolines, one of which will give your car the right fuel...at the most economical price!

ESKO for the millions of motorists who still find gasoline at regular price the most popular choice for well-informed drivers who seek the best.

ESKO EXTRA gasoline, now enriched with Vitane*, does exactly what motorists prefer: it gives them the performance and economy of a premium gasoline at a lower price.

ESKO GOLDEN EXTRA—ESKO's new premium gasoline. The two and a half times more Vitane* than the other two grades makes it the most powerful gasoline for the most demanding engines. More power to make—more miles for your money.

Now choose the gasoline your car needs without spending a penny for quality you can't use.

Why Esso Standard Oil Company leads the way with the three-fuel system

The fast-increasing compression ratios of today's engines call for a new look at the gasoline picture. No gasoline in this area—not even ESKO EXTRA—can satisfy all of these new engines. Therefore Esso Research developed the first complete, all-around fuel designed to do this job.

Next came the question—should this new fuel replace ESKO EXTRA? No—because many cars which do need a premium grade actually cannot take full advantage of this new type fuel. Millions already get top performance from ESKO EXTRA, now enriched with Vitane*—first in sales among all premiums in the entire area where it's sold. And millions of other cars give good performance on ESKO gasoline—which also leads its field in popularity. Because ESKO EXTRA is more costly to make, and Esso Standard Oil Company believes it at no motorist should be made to pay for another man's power needs. So both our other fine gasolines—ESKO and ESKO EXTRA—are needed, too.

LOOK FOR NEW
GOLDEN ESSO EXTRA
JUNE 20 IN GREATER NEW YORK
(and other localities just as soon as possible)

Esso

First, last and always...
your best buy for Happy Motoring!

Esso says people understand the essentials of its three-grade gasoline system



Sun Oil's experimental pump offers motorists 5 different octane grades of gas

greater speed in a shorter distance, more power accessories, greater riding comfort.

To deliver such performance, automobile manufacturers have increased engine compression ratios steadily for years—but since 1953 the ratio has tapered: from 6.3 to one to 7.4 to one between 1938 and 1953; from 7.4 to one to 8.5 to one between 1953 and last year—or as much as in the preceding 15 years. Some 1956 engines offer nine to one compression ratios, with 10 to one indicated in future cars.*

Esso's Hope states flatly that Esso went to three grades, rather than the five-grade system being tested by Sun Oil, because it believes its system is less expensive. Adding a concentrate at the service station pump, say Esso officials of Sun Oil's system, means that high-octane concentrate must be segregated at the factory, then added again at the pump to a low-octane material. Esso will blend its three grades at the refinery, and each Esso grade will be sold from a separate pump, with Golden Esso Extra coming out of a gold-painted one. Esso, incidentally, adds that the five-grade blending pump costs two to three times the price of the standard pump.

Besides a ready market and the right

Generally speaking, the higher the compression ratio, the greater the power and efficiency of the engine.

price, Esso advantages for its three-grade system:

- Lower cost to motorists. Owners of older models can continue to buy the regular or premium grade gasoline.
- Further advances in engine design. Esso says it plans to continue to gear the anti-knock specifications of its new fuel to the requirements of the highest compression engines to be built. It claims that some auto makers had to limit compression ratios of most 1956 models because today's top quality gas couldn't satisfy their octane needs.
- Smaller refining investment by oil companies. Esso estimates that to meet gasoline octane requirements by 1961, a two-grade gasoline marketing system would mean in industry investment of \$3 billion in refining facilities to turn out the two grades then required. A three-grade system, thinks Esso, with only the top grade tailored to meet the needs of the highest-compression engines, will mean a refining investment of only around \$1.6 billion.
- More efficient use of petroleum resources. That's because the higher the octane level, the lower the yield of gasoline from a barrel of crude.

➤ Clearly, Esso's move seems to cover every marketing base. Trouble is, it's a late move, as well as a complicated one. For one thing, the octane vs. additive battle has raged for a couple of years now with Esso, Sun Oil and

Atlantic Refining among others betting on higher octane, and Shell, Socony and Texaco (among others) on additives. Shell and Socony will continue to promote additives this summer.

For another, rumor is that Detroit will go easy on horsepower next fall, will instead stress things like air-ride suspension, torsion level ride, safety features, seat cushion materials and innovations like the phonographs in Chrysler lines (for more appeal to women).

Finally, a recent study of automobile drivers' habits by Coca-Cola indicates that women do heavy premium gasoline buying. Do they understand about additives, octane, horsepower?

➤ If Esso's president Hope is sure the public wants the highest octane gasoline possible, Esso's ad director Robert Gray is sure the public understands the three-grade story. Says he: "A test among 1,000 drivers immediately following announcement ads revealed a highly satisfactory level of understanding of the concepts involved in the three-grade gas marketing system."

As a result, Esso plans a big ad campaign for its new Golden Esso. While Gray won't say specifically how much, he will say that a "sizeable amount of the company's \$10-12,000,000 budget" will promote Golden Esso.

The gasoline goes to market end of June in Baltimore, Boston, Memphis, New Orleans, New York and Washington (D.C.), later will bow in other cities in the company's 18-state market. Roughly, 80% of the territory should be supplied by mid-August.

Because of its regional nature, Esso relies on local advertising, particularly spot TV, newspapers and outdoor. The new gas will be pushed on a five-minute morning TV newscast in New York City, on evening TV newscasts in 25 other cities, in spreads in 800 newspapers and on 3,000 billboards (via McCann-Erickson). June issues of automotive business publications will also carry ads for the three-grade gas.

➤ Meanwhile, Frank R. Markley, Sun Oil Co. marketing vice-president, says his company is moving ahead with plans to extend throughout the state of Florida its experiment started in the Orlando area in retailing tailor-made gasoline.

Contrary to Esso's broad advertising, Sun Oil introduced its blending pump without fanfare. Sun Oil stresses the experimental nature of the new idea, comments that in "undertaking the experiment we are looking years ahead for a way to meet the growing spread in the octane requirements of all the cars on the road."

What PR men are doing for PR

- Both PRSA and APRA want higher PR standards.
- But PRSA feels reputability starts with top executives.
- APRA agrees, but also wants the up-and-coming PR practitioner.
- Here's what each is doing to push for progress in PR.

PUBLIC relations, as a specialized occupation, is relatively young, highly sensitive and remarkably introspective. Unlike law or medicine, PR lacks the experience of decades, the strength of an established (and licensed) profession, and the confidence of universal acceptance.

Responsible PR men agree on three basic points: 1) PR needs higher standards; 2) PR is still not universally recognized as an essential and effective business arm; and 3) PR needs an active, progressive organization to work on the first two points.

Both within and without PR's two over-all groups—the Public Relations Society of America and the American Public Relations Assn.—there is no little debate on how best to raise PR to a professional level. This debate starts at the qualification level (who is a PR executive?), extends to the operations level (what does a PR executive do?) and winds up at the industry level (how should PR men help PR?).

➤ Although PRSA and APRA take slightly divergent stands on these critical questions, there is less of a competitive atmosphere between them than many PR men might think (a sizable, but not notable number of PR executives belong to both groups).

PRSA's philosophy can probably be boiled down to this: reputability starts at the top of any occupation, therefore any organization working for the betterment of PR has to start with top PR executives. While APRA's goal is identical to PRSA's, APRA takes only a slightly different approach: a PR association needs top PR men, yes, but only by bringing into the fold the up-and-coming class of working PR men can the ultimate goal of all PR men be realized.

➤ In order to understand why and how PRSA and APRA differ on their approach to a common goal, it is necessary to study the origin of the two groups.

Late in 1943 a meeting of PR men

was held in Washington (D.C.) Two of those men, Robert E. Harper (then in charge of promotion for the U.S. Treasury's War Bond Division, now president of National Business Publications in Washington), and Paul H. Bolton (then chief of campaigns for the Office of Defense Transportation, now executive vice-president of the National Assn. of Wholesalers and current APRA president), led the formation of APRA.

The Public Relations Society of America is the national outgrowth of the merger of two regional PR groups, the American Council on Public Relations (founded in 1939 by Rex Harlow on the west coast) and the National Assn. of Public Relations Counsel (founded in New York in 1937).

➤ Prior to 1946 all three PR groups operated independently. At that time discussion began to merge all three into one representative PR association. By 1948 the merger of two of the groups into PRSA had been completed, but any hope that APRA would also join was dashed by internal dissension within APRA. Some officers desiring merger were opposed by co-founder Robert Harper and other officers who wanted APRA kept independent; a proxy fight led by Harper won out, and any hope of a merger of all three was lost.

Since 1948 PRSA has shown the greatest over-all growth to a membership of more than 2,200, divided into 31 local chapters (with four more in formation). This has been accomplished despite PRSA's stringent qualification requirements (five years of active PR managing responsibility), somewhat high membership fees (\$20 initiation fee, \$50 for full membership, \$50 for associate membership), and a tendency within PRSA to concentrate more on the growth of the national organization than on what local chapters can contribute to individual members.

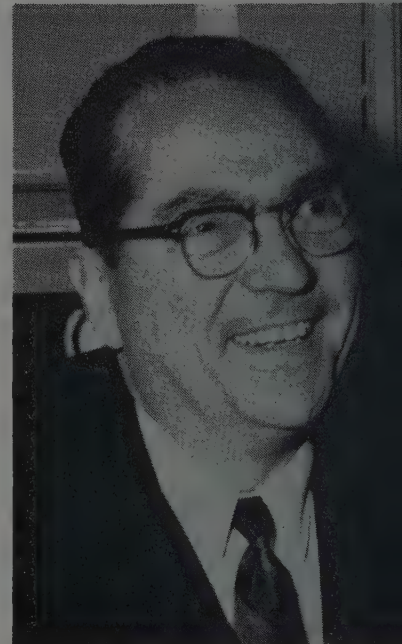
This latter point came to a head recently when newly elected PRSA president W. Howard Chase, PR vice-president of McCann-Erickson, took over after PRSA's eighth national confer-

ence last November in Los Angeles. Chase, PRSA's 65-man board of directors and nine-man executive committee decided that PRSA should place more emphasis on chapter and individual membership than on the national organization. One of the growths of that decision was the resignation of Robert L. Bliss, for seven years executive vice-president of PRSA and his replacement by Paul Wickman, former development director of the National Society for Crippled Children as executive director.

➤ This new PRSA approach, says Chase, represents the end of one period of PRSA's growth and the beginning of another. PRSA's main objectives, which Chase lists as 1) to contribute continuously to the professional status of the PR field; 2) to render professional services to PRSA members; and 3) to attract better and more qualified young people into PR—will not change. The only change is that PRSA will pursue its objectives more through the local than the national level. Says Wickman: "One of my major goals will be to increase the value of PRSA membership to the individual member in areas distant from larger chapters. . . ."

➤ At PRSA's board meeting in Miami last April, some of the committee reports point up PRSA's efforts:

- Development Committee reco



PRSA's Chase; end of one era of growth, start of another

mended (among others) 1) closer liaison between chapters and national headquarters; 2) help in building weak chapters both in membership and interest; 3) more attention to chapter development at national PRSA meetings.

- Committee on Standards of Professional Practice reported it is wrestling with the touchy problem of PR professionalization, explained that all its inquiries start from one basic question: "Is public relations a profession and is PRSA a professional society?"

- Information Center Committee reported progress in building up a stockpile of PR data, still lacks frequently requested information such as expenditures, organization data, personnel statistics and methods of practice.

- National Education Committee reported results of a PRSA survey of U.S. colleges and universities on extent of PR education offered, revealed that 135 schools now teach PR in one form or another.

- Research Committee reported completion but not tabulation of a massive study of what duties PRSA members actually perform, the skills and abilities they use in their work, and the background and education they bring to their task.

- PRSA, of course, carries out various other projects for the service of both its members and the PR field. These include a library of PR literature, a scholarship program for students of PR, the monthly Public Relations Journal (now edited by du Pont PR head

Harold Brayman), the PR News Bulletin (a monthly newsletter for PRSA members only), regional PR conferences, PR awards citing meritorious PR work, round-table conferences and other similar activities.

All these programs should go a long way toward helping PRSA solve some of its basic problems. From its own members, PRSA has heard complaints that chapter meetings have been uninspired, that the practical aspect of PR operation has been ignored, and that a code of ethics is no substitute for hard work.

- APRA, according to its active, white-thatched co-founder Paul H. Bolton, was started as a Washington organization with no plans to go national, found itself "forced" to go national by the phenomenal growth of public relations. While APRA executive vice-president Daniel M. Koplik refuses to release APRA's membership list "as a matter of policy," Bolton says plans are under way to publish it soon and that when it is, it will reveal APRA membership as "close to 1,000."

APRA's growth has been most remarkable in the last two or three years when many PR men, discouraged either by PRSA's membership requirements or PRSA's lesser interest in the activities of local chapters, joined APRA. To date, 12 local APRA chapters have been formed, all but three (in New York, Philadelphia and Washington) called "forges."

APRA's membership fees are considerably lower than PRSA (full membership is \$25, student membership \$10); its code of ethics differs from PRSA's only in that it is longer, more rhetorical and more concerned with what a PR man should be and do than PRSA's code.

- Probably APRA's most notable (and best publicized) activity has been its anvils, annual awards which go to companies for outstanding PR performance. The purpose is clear; they serve not only as a means of recognition for the PR men who direct the award-winning PR campaigns, but are useful in convincing non-PR men of the value of PR.

Other activities of APRA include:

- Building up a vast library of PR literature in the Library of Congress.
- A program of cooperating with U.S. colleges and universities, furnishing them with PR case studies, other literature, job guidance in PR, speakers, etc.
- A program of international public relations, including frequent visits by APRA members, translation of PR speeches into foreign languages, etc.
- Publication of "pr," a quarterly pocket-size magazine edited by Howard

P. Hudson, promotion director of the National Planning Assn. in Washington.

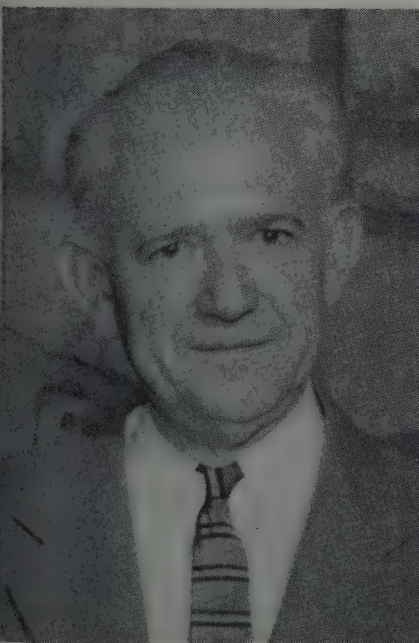
- Local APRA chapters have no less active programs than their parent organization. In New York, for example, where the local chapter of 151 members is headed by Bristol-Myers PR director James L. Macwithey (and where many of its key members and officers are also members of PRSA), there is a continuing program including a job clinic for placing PR people; a public service committee active in local civic campaigns; frequent workshops to study current PR problems; an international PR program, coordinated with the national APRA program and frequent social meetings.

- Both Macwithey and Bolton agree that the rapid growth of APRA chapters has been due to enthusiastic activity on the local level rather than recruiting by a national APRA staff (it has none, had no paid headquarters staff until two years ago). Another factor in APRA's recent growth has been its annual conventions which have improved remarkably since its early days (its first conventions were a prime lesson in poor organization and an inept sense of press relations). While its 12th annual national conference held in Washington last April was attended by only about 400 members (compared to almost 1,300 at PRSA's last convention), APRA's meeting was a fine one, certainly its best so far, replete with top-level speakers and run with precision.

There may not be complete agreement between PRSA and APRA, but there is little actual disharmony. APRA's Bolton claims that his group "couldn't have gone as far as we have without PRSA"; PRSA's Chase, one-time member of APRA in the 1940's claims that "both groups feel that the ultimate standing of public relations depends on the work done by both organizations."

- Is PR big enough for both PRSA and APRA? There seems to be little doubt that there is, provided both have common goals and both take a straightforward and energetic approach to PR's big problems. There are other industries and fields in which two groups, of varying membership and divergent point of view, manage to work harmoniously toward the same objective: in advertising, for example, there is the Assn. of National Advertisers and the National Industrial Advertisers Assn., with many admen holding membership in both groups.

As one prominent member of both PRSA and APRA put it: "In PR, like anything else, two heads can be better than one—if they're both looking in the same direction." ■



APRA's Bolton: forced to grow by PR's phenomenal growth

One agency's answer to more sales

- The agency specializes in industrial and agricultural accounts.
- It knows customers for such products are tough to sell.
- The key, it believes, is accurate marketing information.
- Here's how it collects it as the basis for hard-selling copy

IN MILWAUKEE, there's an ad agency which has a reputation for getting results for clients with hard-to-sell products, mainly agricultural. The jumbo-size problem facing 49-year-old Klau-Van Pietersom-Dunlap (last year's billings: \$7,400,000) on these accounts is this: consumers of agricultural and industrial products are not so much interested in prestige or style or pleasure, as in results. The customer is tough, but he has needs and can be sold if you can find the right way.

Consequently, Klau-Van Pietersom has been successful by anchoring campaigns firmly to sound marketing research. Explains 58-year-old Klau president Alan R. ("Pat") McGinnis: "Since long before I joined KVPD, good creative and hard-selling advertising has always been based on accurate marketing information."

➤ Klau-Van Pietersom's methods of getting this information are unusual, tailored in each case to the needs of the account. Because of the diverse nature of its clients, the agency is divided into four divisions (industrial, agricultural, general and utilities—each headed by a vice-president). All divisions are supplied with the customary media, research, art and production personnel.

However, iterates McGinnis, each division also has its share of specialists. The agricultural division, for example, is largely composed of men who meet at least one of four criteria: either they were raised on farms, attended agricultural college, have had experience in agricultural journalism or extension work, or are specialists in agricultural advertising. "Each man," explains McGinnis, "represents a specialty in agricultural marketing—one is a nutrition expert, concentrating on animal feeds; some are equipment people, experts on farm implements and mechanized farming. It's the same in the industrial division, which has its full quota of graduate engineers."

From these specialists, Klau forms

"roving" marketing teams, which try to solve products' sales problems. They then disband, some members perhaps joining newly formed teams. McGinnis points out that "the account and the nature of the problem determines the men on the marketing team. For example, if the account has a media problem that requires marketing information, the account executive and creative planning director C. N. Atwood select a media man (or men) whose background is related to and qualifies him to participate in the solution of the problem."

➤ A Klau-Van Pietersom marketing team scored one of the agency's major successes with an unlikely product called Pen-FZ. An animal health medicine (manufactured by Dr. Hess & Clark, Inc., an Ashland, Ohio, division of Vick Chemical Co.), Pen-FZ was touted as a superior remedy for a cattle disease called mastitis. But in the face of hot competition and wildly conflicting claims among competing products, Pen-FZ was not going over the way its sponsors thought it should.

In an effort to get inside the target market (in this case Wisconsin), company officials sounded out Klau-Van Pietersom late in 1955. "It approached KVPD," explains Hess, "on the basis of its experience as an agricultural agency hoping to make full use of its 'roving' marketing team system, which Hess & Clark had heard about and knew worked on other marketing and advertising problems. The company asked them what they'd do."

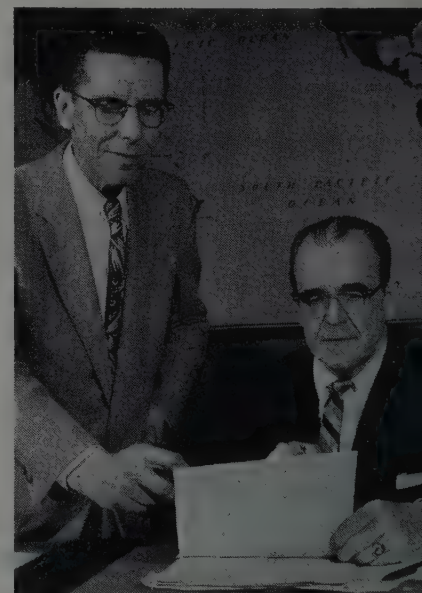
Creative planner Atwood and copywriter Kenneth Alstad, for example, toured Wisconsin farms, found much confusion over effective control of mastitis. Reports Atwood: "Apparently the confusion stemmed from the fact that many competing companies claimed they had the solution to the mastitis problem when actually these farmers, always looking for the correct one, tried them all, but with little satisfaction."

➤ Armed with this information, the marketing team tentatively decided that the best solution to the problem of pushing Pen-FZ would be to collect some highly specialized animal medical knowledge. Atwood and Alstad made a pilgrimage to the experimental cow barns at the University of Wisconsin. Talks with dairy and veterinary specialists there convinced them that a straight "cure" pitch for Pen-FZ would not do the trick. Since mastitis could not be licked permanently without good dairy management by the farmer, an unalloyed cure appeal would tar Pen-FZ with the same brush as its competitors.

With the aid of the university's dairy experts, Atwood and Alstad drafted a series of recommendations for good dairy farm management, boiled it down to a 10-point mastitis control program. Only the tenth point refers to medication, Pen-FZ medication.

The idea was obvious. If through steady advertising and point-of-sale promotion, the dairy farmer would follow the 10-point program, then the causes of mastitis would be eliminated. If by chance a cow did contract the disease, then Pen-FZ would control it. At the very least, Hess & Clark would reap good will from dairymen for "constructive" prevention of the disease.

➤ As it turns out, Hess & Clark made



C. N. Atwood, director of planning (l.), and president A. R. McGinnis

the most of the campaign. Agricultural educators got behind it, stimulating interest in other Hess & Clark products. Klau-Van Pietersom-Dunlap, incidentally, now has the whole Hess & Clark account).

Klau-Van Pietersom's market research techniques are used successfully not only on its agricultural accounts, but for industrial products, too. A case in point: Blackhawk Mfg. Co. (Milwaukee). This time, the marketing team was supervised by the agency's industrial vice-president Burton E. Hotvedt, included Blackhawk automotive marketing manager Wesley Kiley and Klau research head Joann Markward. The company was anxious to increase the market share of its line of heavy hydraulic jacks. As with Hess & Clark, the basic problem was copy approach. Old Blackhawk ads were vague, played up prestige ("best buy . . . service-improved background . . . an unmatched range of experience"). To find out what was wrong, Hotvedt utilized the agency's product analysis questionnaire, with which, says Hotvedt, "facts are systematically gathered from sales, advertising, engineering, management, customer personnel, about the product and the competition's products." This questionnaire, he adds, is used for all industrial accounts, which usually have a common many complex lines and multitudinous technical data. The results of the questionnaire are maintained with up-to-date marketing data and kept in systematic file.

Two questionnaires were prepared by Hotvedt and Kiley and mailed without company or agency identification to 2,000 truck fleet owners. Aside from gauging the size potential of Blackhawk's market, the prime purpose of the questionnaires was to determine the proper ad appeal. Returns indicated a dominant interest in long life and dependability of hydraulic jacks. New ads (run in transportation, construction and consumer magazines) get down to brass tacks, highlighting such features as parts interchangeability, trouble-free performance and long life based on truck fleet cost records).

Hotvedt also has employed a Klau-Van Pietersom standby, the follow-through from ad theme to point-of-sale material. In this case it takes the form of a demonstrator kit for automotive fitters, illustrating ease of repair, replacement of parts and other maintenance features. Neither Blackhawk or Klau will reveal sales increases resulting from the revamped campaign, but Hotvedt offers as evidence of success the fact that the campaign "was so successful in 1955 it has been carried on into 1956."

SELLING TO INDUSTRY

By John Sasso

®

Why, daddy?

An unusual results story came to light recently at the annual meeting of the American Zinc Institute. Jack Kimberley, executive vice-president of the Institute, was comparing two relatively recent direct mail experiences in which he was involved. Last year, while employed by a well-known materials company, Jack made a direct mailing to a list of maintenance men. The list was developed from registrations at a maintenance show. Returns were less than 1½%.

After joining the Institute, Jack made a similar mailing to the same list (by then the list was a year old) and returns approached 30%. Both mailings were basically of the same type; Jack wrote the letters for both. Why the difference in return—when the metals involved were almost exactly competitive in performance and all other mailing factors seemingly equal?

No doubt the direct mail experts have an answer for that one. Jack Kimberley says returns were higher on the Institute mailing because industry looks on a sound association as a good source of unbiased information, therefore has more confidence in any material coming from such an association. We're inclined to agree with that deduction. Any association doing a good informative job for its industry is in a position to capitalize on its good works in terms of acceptance by that industry's customers.

Sad fact is that too many associations spend most of their energy worrying over industry politics, possible government legislation, keeping members happy, and similar minutiae. Those that devote unified efforts and co-operative funds to constructive activities do a sound sales-building job for the industries they represent.

The corn is green

Recently at a ball game, our group had fun describing the action to each other in the trite phrases of the Allen, Scully, and Hodges "profession." The batter "protected the plate," "banged into a double play," or "waved the

mace," while "the tension mounted" and it became "a brand-new ball game." You can think of many more. Try it sometime for laughs.

How about playing the same game with industrial advertising? Recall the "now . . . rugged . . . leading . . . best by test . . . leading the field . . . look to xyz for the finest . . . design with security . . . your product and tomorrow . . . save with scoop" literary nonsense woven into so many headlines. Then figure out if your own advertising will stand a cornball test.

Maybe there's some excuse for TV announcers' and sportswriters' painful efforts to use clichés in their efforts

to become vocal or literary personalities. Maybe most of their audience isn't antagonized by repetitive triteness. But there's no excuse for industrial adwriters to fall into the lazy lingual trap of corny expression.

That word again

Wonder why admen—when they set up a panel meeting—insist on calling it a "clinic"? Clinic, as we see it, implies sickness or medical study. Webster thinks so too.

Stick out your tongue, boys, we're going to an industrial advertising clinic!

Nostalgic note in direct mail

Fascinating piece in Time's direct mail promotion: a copy of the first issue, March 3, 1923. Aside from the "good old days" feeling you get from reading the magazine, you can sense the unusual editorial approach that has had an effect on almost all magazine reporting. We also got a kick out of the ads: Central Union Trust Co., also Bankers Trust, Harcourt, Brace & Co. and several other book publishers, Douglas L. Elliman Co. (apartments for rent no less), White Star Line, Durham-Duplex Razor Co., Mackay cables, and Keystone Varnish.

John McLatchie (and Time's budget) should get an A for effort on consistently fine direct mail promotion, of which this vintage copy is a fine example.



McGregor gets dealers to advertise

- Co-op ad money isn't the way, it says, to excite retailers.
- Yet millions of lines of retail ads plug McGregor sportswear.
- Here's how McGregor gets dealers to buy ads for it.

PRESIDENT HARRY DONIGER of McGregor-Doniger, Inc., is a man who knows there are things money can't buy—e.g., good ideas and genuine enthusiasm. In the ramshackle men's wear industry, notorious for thinking small and selling lazy, Harry Doniger and his brother Bill chalked up nearly \$50,000,000 in sportswear sales last year (16 times more than in 1939). They did it by rejecting the theory that a half dozen color ads, a few thousand dollars in co-operative advertising money, and a handful of lacklustre newspaper mats are adequate substitutes for the promotional excitement that makes people buy.

► The plain fact is that out of a promotional budget of close to \$1,500,000, McGregor doesn't spend one penny on local co-operative advertising. Despite "this long-standing policy, McGregor garnered 2,000,000 lines of newspaper space, advertising its products, in the last quarter of 1955. (That figure is roughly half McGregor's total retail dealer lineage for 1955—3,951,993 lines. Since last quarter sales hit the Christmas season, tie-in men's wear lineage is always biggest then.)

On this subject, McGregor's tough, cigar-chewing president gives the impression of a man who knows exactly what he's doing: "We help at the local level in every way short of giving money—but we don't give co-op money and we never have; that's our policy." Explains he: "We have one job to do—to put over McGregor dramatically on a national level. For the record, we're 'romantics'. We romance the consumer and we romance the dealer. We won't let either of them buy dry goods—we get them to buy an idea, and we sell it through national ads. To create consumer demand for our products, we'll spend all the money we can afford in any national medium that's suitable" (the bulk of actual ad money in 1955 over \$500,000—goes into national magazines, the remainder into newspaper supplements).

Sharing his employer's views is

intense, 43-year-old Albert Morse, since 1953 McGregor's advertising & publicity director. Formerly ad vice-president of co-op user Palm Beach Co., he served on the Assn. of National Advertisers' committee on co-operative advertising. His attitude toward switching viewpoints so radically is bland and non-committal: "A different set of problems called for a different set of solutions."

► Despite McGregor's circumspection on the ticklish subject of co-op ad funds (when asked to assess the value of co-op in general, Harry Doniger's reply is: "ask me about my own business"), the company's marketing executives are highly vocal on the ways they have cajoled retailers into spending their own money to advertise McGregor.

Says Morse: "First of all, McGregor is important to the retailer—it's the biggest name in sportswear. We sell most cities and most good stores—the stores that know how to sell."* In short, the

implication is that McGregor sticks to stores which are promotion-minded in the first place, those that are ready to advertise.

Furthermore, points out Morse, it's easy to promote McGregor. "We're generally considered a hot line. A lot of promotional thinking is built into the merchandise, and the retailer realizes through his fingertips that there's a promotional idea—he gets excited."

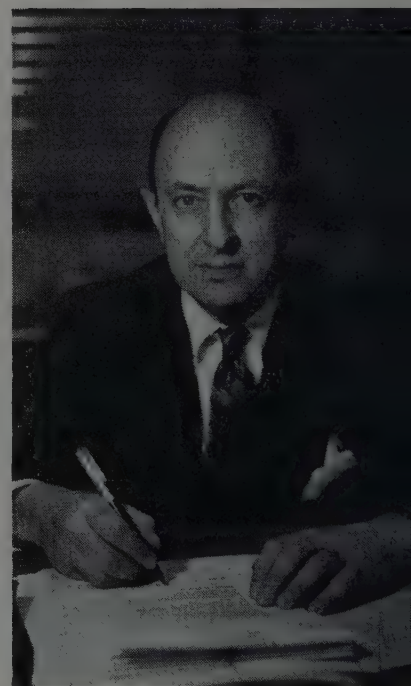
► Much of this dealer enthusiasm is carefully stimulated by an elaborate array of merchandising aids. The most impressive is the so-called "President's Book," an expensive looking, spiral-bound portfolio carried by every McGregor salesman. The guts of this presentation are full-color reproductions of the company's stylish national ad—full season's campaign built around a single theme and laid out in a thick sheaf of pages. Once the retailer is dazzled by this display of big-time color advertising, the lesson is skilfully underlined: "stock this merchandise—it's promotable, it's exciting, look what can be done to make it sell."

The ideas are there by the dozen:

*McGregor has about 7,000 outlets nationally, which around 5,000 give the company a minimum of \$1,000 a year in sales.



President Harry Doniger
The policy is no co-op ad money



Ad director Al Morse
The job is to create national demand

the dealer wants to design his own ads, the portfolio offers thematic sketches to inspire his layout man; full-size black & white drawings picked up from the national ads ("Naturally we went to Europe for the art . . ."), which can be cut and pasted on a finished layout ready for reproduction; finished spot drawings on current campaign themes to embellish locally drawn art work. For dealers who want finished mats, there are pages of sample ads (for McGregor's spring line, 85 mats in all sizes were available; nearly 100,000 mats were ordered in 1955), and backing the national theme.

In addition, there are sketches of suggested window displays, with rough notes scribbled over them indicating color and detail ideas. There are color photos of display posters and direct mail circulars (the mailers are supplied by McGregor at a price, but below cost).

The last pages of the book get down to brass tacks. There's a calendar listing individual promotions, the national magazines in which they'll appear and the date of issue, a picture of the ad and a list of the merchandise to be featured. Next to each ad, there's space for the store manager to fill in his own promotion to coincide with it (newspaper, date, ad size), and a mat order form.

Never one to miss a bet, Morse mails filets showing McGregor ads run by some stores throughout the country (he gets a constant stream of tearsheets from the Advertising Checking Bureau). Ad director Morse and his staff work hard to add to the merchandising material.* Morse himself logs about 50,000 miles a year, sees 200 dealers in their home towns, about 600 more in his New York office. Much of his leadership is imparted through correspondence with retail admanagers ("I put down more darn promotional ideas in personal letters"). Says he: "They write to me and say, 'Al, I need ideas; mark me, feed me, what should I do this fall?' So I dream something up, an ad idea, a window idea, an in-store promotion."

On the vital question of how to make sure the retailer advertises the right things at the right times, Morse says: "It's no problem. Under a co-op deal the retailer might scramble to get in a lot of space towards the end of the month to make the contract with his paper. With a co-op, he's using his own dough. He's careful, he's not going to mis-spend his own money."

*The nine-man ad department produces dealer material. McGregor's agency, Grey Advertising, is a long-time critic of co-op advertising, incidentally sticks to producing the national campaign

the WOMAN'S VIEWPOINT

By Dorothy Diamond

®

Car buyer's motivation

An executive in his 50's, whose taste in cars has heretofore run to Buick sedans, had a frisky gleam in his eye when he strolled into his local agency. "I want a convertible," he informed the salesman.

After condemning a convertible as unsuited to a man of mature years, the salesman focused on the advantages of a hard-top. Our friend listened politely and then made off for the nearest Ford agency. There, from a fellow in the prime of life, a request for a convertible was considered altogether reasonable.

The executive bought a Ford. His decision is another case history for the motivational research files and additional proof of how far we've traveled from the basic concept of a car as a means of transportation. As our friend confessed to us, he was not concerned about price or performance. He wants a car that expresses youth—and to him, in advertising as well as in appearance, Ford does just that.



Education needed on soaps & detergents

As further evidence that women are bewildered by the array of soaps and detergents on the market, I can cite no less an authority than Lever Brothers.

Soon after I described how difficult it is to make an intelligent choice (*Tide*—April 21), I learned of Lever's efforts to clarify the situation. When women write letters of complaint about Lever products, the company is likely to send, in addition to a personal reply, an eight-page mimeographed memo entitled "A General Discussion of Soaps and Detergents."

"Our consumer correspondence," states the memo, "has made us believe that the appearance of so many products has confused the majority of housewives."

With candour that is rare in the industry, the memo tells how soaps and detergents differ in behavior. It asserts that the use of soap in hard water is "wasteful and costly," adds that "the second undesirable property of soap is its tendency to

clot in hot water" and highlights other advantages of detergents.

The memo also gives the line-up of Lever products (four granulated detergents illustrate the complexity of the hierarchy) and answers "questions consumers most frequently ask."

Sympathy for the housewife was also expressed by Robert W. Balcom, associate director of the American Home Laundry Manufacturers' Assn. To interpret industry jargon, the association always includes a soap-detergent lecture at its National Home Laundry Conference attended by teachers, home extension agents and home service directors.

Since education is sorely needed, I wish that it could be more widespread. Who knows, instead of retreating to a single all-purpose product, as so many women have done, we might buy more items and use them more intelligently.

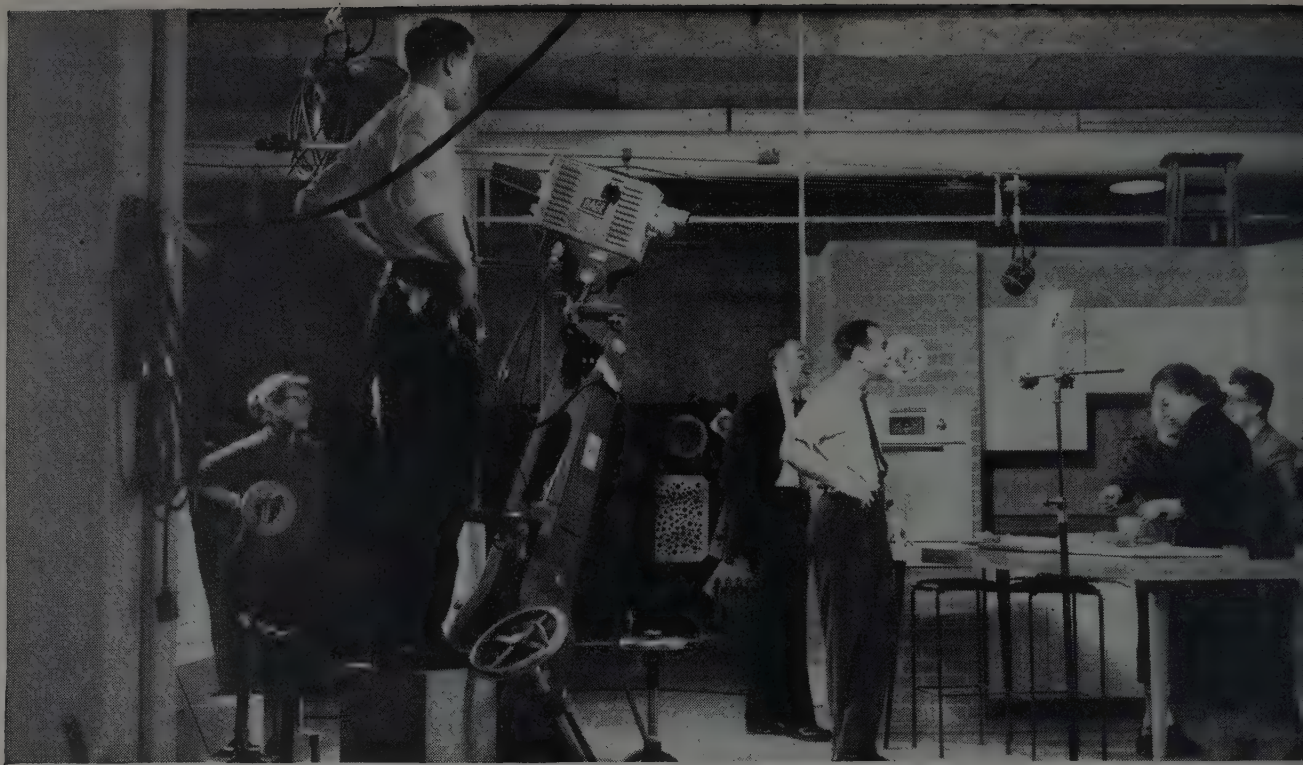
Restyling urged for tablecloths

Now being sold by the yard in an elegant Manhattan housewares shop is a plasticized cotton material, intended for tablecloths, which looks gratifyingly like untreated cloth and yet is impervious to spots. The only drawback, as far as I am concerned, is that it comes in bright, bold patterns appropriate only for the solid-colored peasant china that has become a cult in highbrow circles.

For the middle-brow bracket, I hope someone will manufacture a fabric which will be equally unfriendly to gravy and ketchup but will be manufactured either in plain colors or subdued designs. And, please, give us a finished product instead of one that has to be hemmed.

Trip aid for overseas travel

"Passport to Pleasure," a helpful little booklet issued by the Perera Co. (New York), gives data on what to see and what to buy abroad, and what it will cost you, as well as furnishing convenient data on currency conversions.



*The J. Walter Thompson Company Television Workshop
is a proving ground where*

While they work.

So successful has the J. Walter Thompson Company Television Workshop proved that it recently was forced to expand into four-times-larger quarters.

In size and facilities the new Workshop rivals *all but the largest professional studios.*

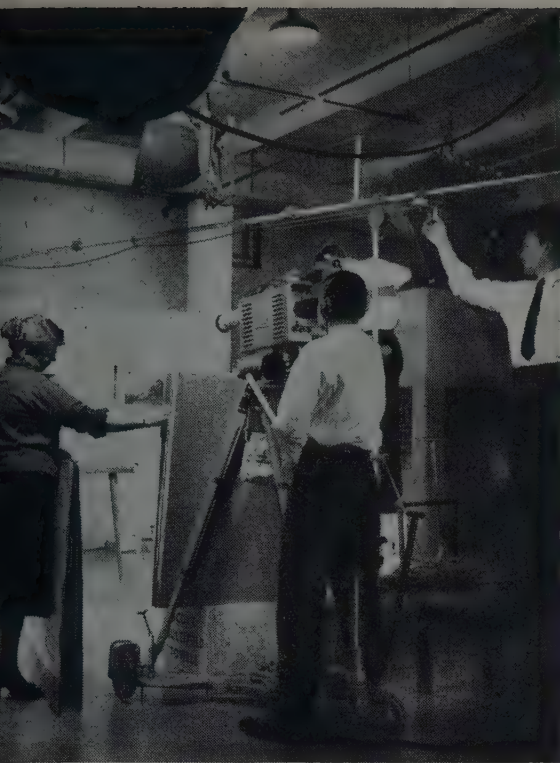
When a new television commercial is being created in the Workshop, the whole group of Thompson people concerned can study its development simultaneously on sets in our offices. This group sees what the commercial

will look like to television audiences *before* incurring the costs of finished production. They can make sure your product *looks* right on television. If there are any flaws they can be picked out and promptly eliminated. Even the best ideas are given an additional lift.

If you would like to know more about the Workshop—or see it in action next time you are in New York—write to the J. Walter Thompson Company office nearest you, or to 420 Lexington Avenue, New York 17, N. Y.

J. Walter Thompson Company

New York, Chicago, Detroit, San Francisco, Los Angeles, Washington, D.C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Santiago (Chile), London, Paris, Antwerp, Frankfurt, Milan, Johannesburg, Cape Town, Bombay, Calcutta, New Delhi, Sydney, Melbourne, Tokyo, Manila



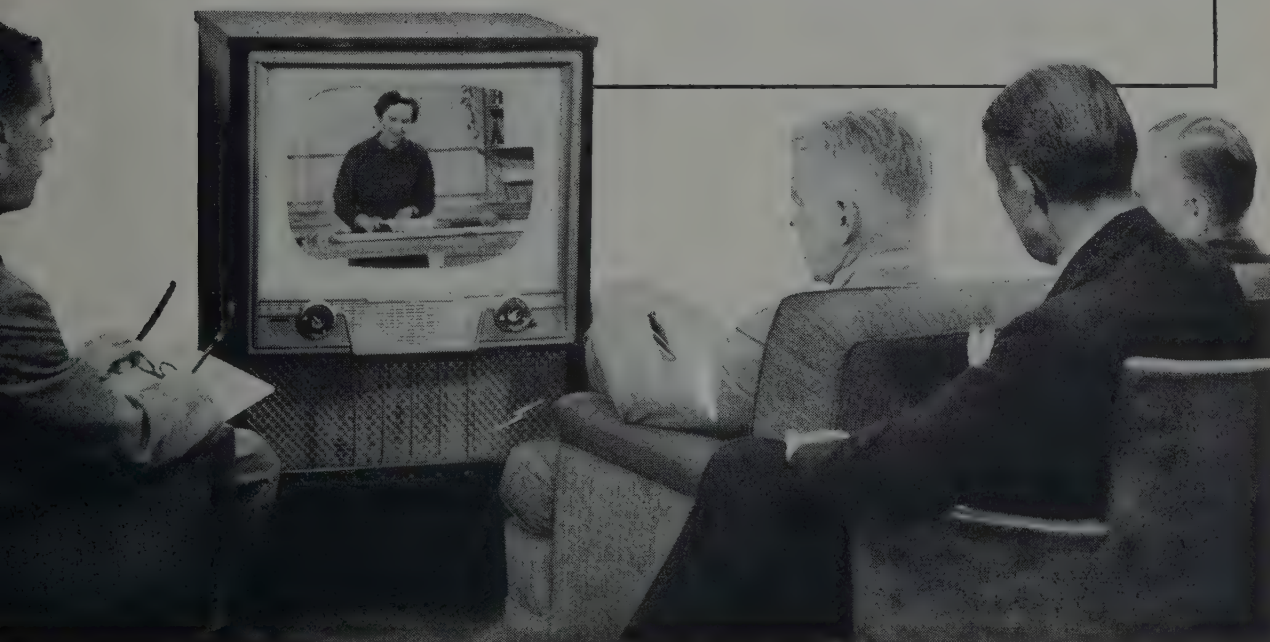
*creative minds and technical minds
work out their problems together*



*While action goes on in the Workshop,
it is piped live by closed circuit . . .*

Others study it

*. . . to sets in our office where each step is
checked by the group as work progresses*



ONE ADMAN'S OPINION

®

By Lester Leber



Silver lining

Although the heavy corporate hand is still visible in most advertising, there are welcome signs of change.

From a highly ethical pharmaceutical house: Squibb is promoting its Vionate food supplement for animals with delightful whimsy. "If your pet thinks you're something that shouldn't happen to a dog, then hop down to your nearest drugstore and get him a can."

From an industrial giant: Allied Chemical is advertising its Melamine dinnerware with the light touch in art (cartooned dowager dropping a tray of plates) in headline (Oops . . . thank goodness it's Melamine) in copy (mighty handsome—and you can't hardly break it).

From a piano company: Baldwin kids its expensive spinet organ with fantasies. Mark Antony lost interest in Cleopatra when he discovered that she had neglected her musical education, although he had at first been "captivated by her

comprehensive knowledge of geopolitics . . . her penetrating analysis of the intricate science of logistics . . . her superb apple strudel."

When Squibb, Allied Chemical and Baldwin see the wisdom of unbending in their approach to the public "there ariseth a little cloud out of the sea, like a man's hand."

Three little words . . . and what they mean

From an adman's standpoint, the most interesting copy on Marlboro's package is "Exclusive Selectrate Filter." It's significant because of its significance.

When the package was planned, this mumbo-jumbo must have been included from force of habit. It wasn't fully realized that advertising, particularly for cigarettes, is moving at a dizzy pace away from the phony, contrived gimmick toward intelligence, sophistication, credibility.

Marlboro's success proves the point. "Exclusive Selectrate Filter" has been conspicuous by its absence in advertising and displays. If it had been made the main selling appeal (as might have been the case a few short years ago), Marlboro might not be riding high today.

Ad of the month

Few products are more difficult to advertise than mattresses. Although their essence is softness, most of their advertising looks hard. Construction diagrams, aching backs, laboratory tests, X-ray views and the like contradict the very restfulness for which the mattress is created.

For avoiding this pitfall June's honors go to Koylon Foam (see cut). Here's a page that looks like you want the prod-

uct to make you feel. The sleeping child, the headline, the copy and the product illustration are handled with good taste and rare understanding.

Only cacophonous note is the heavy black "United States Rubber" and trademark. It was undoubtedly included only because of a ukase from headquarters. It's fine for tires but wrong for mattresses.

One man's questions

- Why doesn't somebody make men's trousers with adjustable waists? The sizable sales of dietetic foods and beverages shows how many people are trying to lose weight. Most of them fluctuate. The tale of woe about how much it costs a man to alter clothing because he has taken off or put on poundage is frequent enough to indicate a market for slacks that take up the slack.

- Did the man who made up last month's Charm deliberately place Maidenform and Chevrolet on consecutive pages? The first headlines "I dreamed I had Spring Fever" and the second uses "19 sure cures for Spring Fever." (This sort of thing is good because those who do notice it get a chuckle and a conversation piece.)

- The prevailing opinion among almost everybody who owns an outboard motor is that Evinrude and Johnson are exactly the same, except for name and painting. They are made by one company, a fact which is proclaimed in every ad for the power-mower which is also produced by this manufacturer. How does Johnson expect any credibility for this headline: "No other outboard motor is built like a Johnson Sea-Horse. None!"?

- Isn't the first ad in Coca-Cola's new campaign a let-down? After all the furor about changing agencies, most of us expected more than another photograph of teenagers and a headline saying "Its real great taste puts you at your sparkling best."



U.S. Koylon
FOAM

United States Rubber

Ad of the Month

MEDIA FORECAST

JUNE 8, 1956

What Constitutes A House Agency?

In the current, growing debate over the commission system of agency payment, media hold a key spot. As *Tide* reports on p. 19, one medium after another reiterates that neither advertisers seeking to place ads direct nor house agencies will get the 15% commission.

Such statements from media raise the question of what constitutes a house agency?

For example, is Morse International, both agency for and wholly-owned subsidiary of Vick Chemical Co., a house agency? Is Wesley Associates, a subsidiary of and agency for Shulton, Inc. (Early American, Old Spice toiletries, etc.), a house agency? What about the Hazel Bishop-Raymond Spector Co. setup, since both company and the agency serving it are controlled by Raymond Spector?

Apparently the 4A's, which defines a house agency as one which "has been established or is being maintained by one or more advertisers having direct or indirect financial interest in it," would consider these agencies house agencies.

But Periodical Publishers Assn., only accrediting association for magazines, doesn't agree, for it recognizes all three—and all three collect the 15%. (When asked for a definition of a house agency, PPA said: "We have our own definitions and apply them, but we can't tell you . . . we can't tell anybody.")

In the past few months several advertisers have asked publishers if they would recognize newly formed house agencies and have been refused. It certainly would seem to follow that if some house agencies now get the 15% commission, new house agencies should, too. The only apparent distinction at the moment seems to be that older house agencies can collect it, newer ones cannot.

Advertisers interested in the current debate about the commission system of agency payment may want to find out more about double talk like that.

When Will FCC Solve TV Stature Shortage?

Washington's preoccupation with network television practices is reaching the ridiculous stage—but not just because no action is resulting.

With whatever intent, the raft of Congressional committees investigating the networks have yet to make it clear that they understand the basic problem afflicting television today. That problem, of course, is the shortage of TV stations, a problem caused by the narrowness of the VHF spectrum band (only 33 cities in the nation can have three stations or more).

Thus one part of the government (Congress) is chasing monopoly charges (see below) in a situation which another part of the government (FCC) created and is perpetuating. All the recent noise about networks' option time practice, for instance, must be considered in light of what sort of complaints there would be should there be as many TV stations in important markets as there are radio stations.

Until somebody forces the FCC into a sensible solution (if there is one) of the incredible shortage of TV stations, there can be only limited chances for competition in the television industry. What's needed, obviously, is fresh, new thinking on how to break the TV station bottleneck.

One possible solution that needs much more thorough exploration is using the coming color television to solve the shortage. Color sets equipped with UHF converters is the first area to study.

Sidelight to Celler Probe:

One of the committees looking into the television mess is the House Judiciary Committee's anti-monopoly subcommittee chairmanned by Rep. Emanuel Celler (Dem., N.Y.).

The Celler subcommittee, along with its Senate counterpart, the Interstate & Foreign Commerce Committee under Sen. John Bricker (Rep., Ohio), is trying to get to the bottom of possibilities on all front of monopolies among the TV networks (programing, network control of local stations, etc.).

One interesting sidelight of the Celler subcommittee's probe is his investigation into the possibilities of an advertising agency monopoly of TV option time. Some 15 of the top TV-billing agencies were queried last February, and responses should be ready when hearings get under way mid-June.

The inquiry seeks to know just who buys what time when. Questions asked included the amount of TV time (stated in terms of Class A, Class B and Class C) bought for all clients during January; the total gross money value of that time purchased; the name of each client for whom TV network time was procured during certain weeks of 1955; the particular hours so scheduled for those clients and, for each program, the name of the network and scope of network coverage involved.

Pressure Mounts To Get Magazines In Supermarkets:

Magazine newsstand sales, declining for some time now, may get a much needed boost, thanks to stepped-up supermarket and food chain distribution.

Some publication circulation men believe that slumping newsstand sales are due to inadequate distribution, particularly in newly growing suburbs, not just to today's deluge of cut-rate subscription offers.

Curtis Circulation Co. has talked the long-reluctant A&P into selling its list of titles in New England A&P's. American News is trying to get the magazines it distributes into A&P and other chains. Sametime, Union News Co. this month opens magazine stands in Food Fair stores in New Jersey, New York and Pennsylvania.

Town Journal is also on the bandwagon, will begin this month to distribute through 6,000 independent (IGA) food stores.

Supermarket distribution has been growing rapidly in the past few years. In 1947, 23% of all supermarkets carried magazines; last year, of all newly built supermarkets, 70% handled magazines. Magazine distribution is growing, too, in chain drugstores and suburban shopping centers.

Time, Inc., which distributes through S-M News Co., has long worked to interest supermarkets in magazine racks.

SI Nears Black Ink:

Sports Illustrated appears to be moving rapidly toward the profit side of the publishing ledger.

For 26 issues so far this year, SI has booked 557 pages, has exceeded the revenue quota set for it for 1956's first six months. While SI has periodic issues which make money, best indications are that by 1957 it will be operating on a regularly profitable basis. SI's proudest claim: 26 of top 50 magazine advertisers have put SI on the schedule.

All those in favor . . .

Early last month, researcher Alfred Politz made a speech before the ANA meeting in Chicago in which he discussed the obligation of marketing researchers to produce ideas. Considering that too many research men consider themselves (or accept an assigned role as) mere statisticians, Politz' point hits home.

"The marketing researcher should avoid the academic fallacy," said Politz, "that he is doing his duty if he arrives at a finding. [He] should not consider himself a pure researcher; he should put himself in the role of marketer. He should not confine himself to being just a technician, but should use as much imagination as does a businessman. He should force himself to come up with ideas that are acceptable in practical market use, and reject any other findings. If he knows he has to come up with practical ideas, he cannot afford to measure that which is irrelevant.

"The marketing researcher must start with an idea that is a practical one and wind up with an idea that can be used by a marketer to increase the following for his brand. Without this practical approach, all else is vanity."

A study in reader loyalty

Speaking of research, we are often impressed with what some of the smaller magazines (compared to the multi-million circulation giants) can do with research. We've stressed many times that reader interest and loyalty, not sheer numbers alone, is the key to circulation value. A recent study conducted by Road & Track, America's sports car magazine, offers further proof of this argument.

Last August, Road & Track sent to a systematic random sample of its subscribers a long and rather involved questionnaire. Some 3,500 subscribers got the questionnaire, and they weren't

offered any discounts, money, premiums or other incentives—just a short, to-the-point letter from the editor. The return, believe it or not, was 74%, a figure that should make a few promotion manager's heads swim.

This is certainly an unusual return, but so is Road & Track an unusual magazine. It was started with no financial backing. The entire editorial staff was without prior publishing experience. It made every mistake in the book. It screened advertising at a time when it could least afford to do so. It offers no gimmick or price cuts on subscription renewals, and still manages to pull renewals as high as 69% with only a post card notice of expiration.

That, as you might guess, is reader loyalty in its purest form. Road & Track may not be able to play a number game when it tells its story to advertisers (its ABC circulation is close to 90,000), but like many magazines with fervent and faithful readers, it has a convincing story all its own.

Two worthwhile studies

Before we leave the subject of research, there are two studies you might find it worthwhile examining. One is a study by BBDO's research department (in co-operation with the National Retail Dry Goods Assn.) on how customers evaluate the services offered by retail stores. Of the 36 services considered in the survey, the five most popular are 1) regular charge accounts; 2) free delivery; 3) automobile parking lot; 4) service for paying utility bills, and 5) free gift wrapping.

The other survey is not new but certainly still pertinent. It was conducted by Chicago's Social Research, Inc., in 1954 for the Metro Sunday Comics Network, and deals with people's attitude and feelings toward Sunday comics. It, combined with the motivation study conducted by Puck, the Comic Weekly, and reported here in

BRITISH ADVERTISING AGENCY SEEKS TIE-UP

WE ARE a well-known and reputable British advertising agency, established in 1926. Our headquarters are in London, and we have branch offices giving complete advertising service in Birmingham, Manchester, Leicester, Sheffield and Bristol.

We tend to specialize in Trade and Technical advertising, though we are doing an increasing business in national consumer advertising too. Our current billing exceeds £1,000,000 sterling per annum.

We wish to investigate the possibility of coming to a working arrangement with an agency about our own weight in America and Canada, whereby we can exchange marketing data and develop new business on both sides.

Our Chairman—Mr. John F. Preston—will be in America and Canada from mid-September to mid-October and would be glad to meet the principals of any advertising agency interested in this subject. Meanwhile, please air-mail:—

John F. Preston
Ripley, Preston & Co., Ltd.
Ludgate House,
107-111 Fleet Street
LONDON. E. C. 4

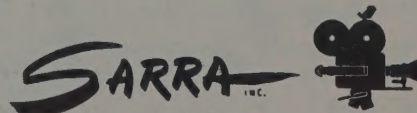
The ONLY Clipping Bureau reading over 3,000 trade and class publications, as well as every English language daily and 10% of the weekly field.

LUCE PRESS CLIPPING BUREAU

157 Chambers St., NYC 7—BARclay 7-2096
406 West 34th Street 715 Harrison Street
Kansas City 11, Mo. Topeka, Kansas
Write or Phone for Details.



Created and produced by SARRA, this series of 20-second spots and 8-second ID's does a forceful selling job for O'Keefe's Extra Old Stock Ale and Old Vienna Beer. A clever combination of animation, stop motion and live action photography concentrates on establishing high memory recall of the product's name and label. The bouncy jingle reiterates, "Be brief: say O.K. for O'Keefe's." Created and produced by SARRA for CENTURY IMPORTERS, INC. (division of Canadian Breweries, Ltd., Canada) through COMSTOCK & COMPANY.



New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

EXECUTIVE EXCHANGE

Address Box Numbers to:
Tide, 1564 Broadway, N. Y. 36, N. Y.

HELP WANTED

We Have An Unusual
Opportunity For

AN UNUSUAL ADMAN

Our man must have agency experience or the equivalent, with a background of Institutional advertising in aviation or related technical fields.

Military air, and, or airline background very desirable.

Our unusual man will be in a permanent executive position with one of the largest producers of aircraft and missiles; with offices located on the West Coast.

Send complete resume and salary requirements. All replies confidential. Box T-540

BUSINESS SERVICE

TO ADVERTISING AGENCY EXECUTIVES

On account of illness, sacrificing handsome conference table, size 35 x 80, and 6 chairs in perfect condition. Located Radio City, NYC. Phone Circle 6-8720 for appointment. Must be seen to be appreciated.

Advertisers' Index

American Telephone & Telegraph..	4
Ayer & Son, N. W.	7
Chicago Tribune	18
Cunningham & Walsh	13
de-Perri Advertising	6
Luce Press Clipping Bureau	45
McCall's	4th Cover
Minneapolis Star & Tribune	15
New York News	2nd Cover
Ripley Preston & Co., Ltd.	45
Sarra	15, 45, 47
Sports Illustrated	16-17
Standard Outdoor Advertising	13
J. Walter Thompson	40-41
Time Magazine	2-3
United Fruit	8
Wall Street Journal	6
S. A. Walsh	13
Young & Rubicam.....	11



PRINTED BY
THE BILLBOARD PUB. CO., CINCINNATI 22, O.

the May 5 issue, should certainly tell advertising executives all they want or need to know about how people feel toward their Sunday comics.

What price good will?

Last issue, we discussed what we felt was a major error in public relations by the New York Shipbuilding Corp. This issue, we'd like to do a turnabout and describe a move in smart and progressive PR made by the same company.

In Camden (N.J.) the New York Shipbuilding Corp. was (and is) building what will eventually be the world's largest drydock. In order to form a base for the drydock, the company planned to drill 26 deep wells to divert subsurface water.

When the company's plans were revealed, 10 municipalities and industrial firms protested that digging the wells would affect the water supply of many nearby communities. Despite this protest, New York Shipbuilding got approval from New Jersey's State Water Policy & Supply Council.

While New York Shipbuilding would have had every legal right to proceed with its plans, it decided instead to abandon them in favor of a considerably more expensive solid concrete substructure. The move was hailed by local newspapers as "an excellent example of how industry can act for the common good."

Favorable public relations often has its price, but it seldom compares to the costly damage done by unintelligent PR thinking. New York Shipbuilding Corp. proved, at least in this instance, that it knows the value of good will.

PR's first annual report

An annual report, as you know, is usually a report on how well a company has done, financially, in the preceding year. When the PR men moved in, companies began recognizing that an annual report could serve many more valuable purposes than the mere reporting of figures.

One PR firm, however, has carried the annual report a step too far. Ruder & Finn, New York PR counsels, last month issued what it believes is "the first annual report in the public relations field." But when you read it, you find that it omits the basic reason for issuing an annual report—the financial statement—and instead covers the breadth and depth of Ruder & Finn's activities. As such, it boils down to little more than a puff sheet.

We wouldn't ask Ruder & Finn to open its books to us or anyone else. As a private corporation, its finances are its own business. We feel that issu-

ing an annual report, under the circumstances, is therefore somewhat misleading. We wonder, considering the number of potential clients who might feel the same, whether "PR's first annual report" was such smart PR.

A study in survival

Just recently, we heard about two radio stations which are determined not only to survive but also to do well in this 21-inch era.

One is New York's Station WOV which is certainly up to its ears in competition. In the country's biggest radio & TV market, WOV is aiming for the minority groups by broadcasting "Italian all day, Negro all night." So far, it seems to be paying off.

The other station is WHDH in Boston. WHDH sends out, each day, an easily identifiable station wagon driven by a beautiful model. She pulls up next to cars at traffic lights, asks the drivers what musical selection they'd like to hear, radios the request back to the station, and within minutes the request is played.

Moral: if you can't beat 'em at their own game, make up a game of your own.

Service at its best

You hear, all too often, about the "service" this or that publication performs for its readers. It's a rare instance when a magazine can point to clear and concise examples of service. For Minnesota Farmer, that opportunity cropped up (no pun intended) just recently.

In one of its editorials, Minnesota Farmer suggested a way to dispose of farm surplus. The magazine recommended that Congress investigate the possibility of processing existing farm surplus into edible, storable food that could be used in national emergencies and stored in rural areas to feed metropolitan evacuees in case of atomic attack. To help put its plan into action, Minnesota Farmer recruited the support of various civic, political and industrial leaders and printed their letters in subsequent issue.

In less time than it takes to warm up a tractor, Minnesota Congressman August Andresen of the House Agriculture Committee introduced a bill in Congress recommending Minnesota Farmer's proposal in its entirety. And he gave Minnesota Farmer full credit for the idea.

This may be a rare case, but it should serve as a goal for those magazines who do little more than talk about service to their readers and advertisers.

The Editors

LETTERS

Leisure market

Sirs:
Your articles on "Tomorrow's leisure trends" are tremendous. We're interested in having reprints of the series to use for a permanent file. . . .

C. Y. Schelly

instead & Foley
neapolis

Reprints of the leisure time series will soon be available.—Ed.

Detroit Diatribe

Sirs:
I enjoyed very much your story, "Winning sales by winning races," in your May issue. The automobile industry's approach to sales, advertising and merchandising has long interested me.

I can understand why auto makers are touting victories in stock car races, but don't believe it's for the reasons you—they give. I don't think the average automobile owner knows or cares who wins stock car races.

The simple truth to Detroit's current preoccupation with racing, to my way of thinking, is that they've used up every other possible advertising approach—not only used it, but run it into the ground. They went on a styling kick, until some designers lost their heads and began turning out three-tone cars of purple, blue and neon green. When the public

couldn't swallow that, they began making cars longer and longer until people couldn't maneuver them any more. Next came the horsepower splurge; when safety engineers pointed out it was foolish to put such high-powered cars into the hands of our inept drivers, Detroit switched to safety. That went over like a lead balloon, so racing was the logical alternative. It'll only be a question of time before they give that up and try again.

Automobile manufacturers keep saying that they build what people want. Yet you and I and the research experts know that people aren't sure what they want. I think auto makers create the want, through high budget advertising campaigns, and then make the car fit the want. It's nice work if you can get it, and Detroit's got it.

It seems to me that automobile manufacturers have demonstrated an amazing degree of economic irresponsibility, now catching up with them in the form of disgruntled dealers, a sated public, huge stockpiles of unsold automobiles and government legislation.

When so much of our economy depends on automobile manufacturing, more responsibility is called for. I'm opposed to any and all forms of government regulation, but at their present rate auto makers are certainly inviting it.

William C. Gray

New York City

Perforated Tide

Sirs:

I think the idea of perforating the edges of your pages is a wonderful one and it certainly will be helpful to me in circulating ideas from Tide to our people here.

K. S. Giniger

Vice-President
Hawthorn Books
New York City

Sirs:

I think the idea of having the perforated tearout feature as part of the magazine is wonderful and very helpful.

M. John O'Donoghue

Director of Advertising
Indian Head Mills
New York City

Sirs:

Three cheers for Tide—for using the perforated edge on your pages in the May 19 issue!

I hope this will be standard operating procedure. Believe me, it is very helpful.

John Lerner

Public Relations Director
American National Red Cross
Boston

Sirs:

It was an unexpected pleasure this morning when Tide came in with the tear-out feature.

I've been thoroughly enjoying that feature in Sales Management since it first appeared. My reference files are packed with easily removed Sales Management pages.

And my battered old jack knife, nicked scissors and beaten-up pliers are having a vacation from wrestling with stubborn staples—also ending mutilation of the pages I wished to save.

Congratulations from a long-time tearer-outer and best wishes for a prosperous future under the new set-up.

John H. Morse

Vice-President
J. Walter Thompson Co.
New York City

Thanks to an overwhelming chorus of approval, Tide will continue to perforate its pages.—Ed.

Consumer credit

Sirs:

We feel that the article, "Is consumer credit volume dangerous?" appearing in the March 24, 1956, issue of Tide, would be of special interest to the readers of Retailer's Review.

RR carries condensed versions of noteworthy articles appearing in the trade press. It is distributed bi-monthly to more than 45,000 store owners and managers in the retail field. . . .

May we have permission to use your article?

Nina Meicher

Editor
Retailer's Review
Madison, Wis.

With pleasure.—Ed.

Words at Work

• What time is it in San Francisco when it's 12:12 in Minneapolis?
—HAMILTON WATCH

• We can get it for you retail.
—N.Y. JOURNAL AMERICAN

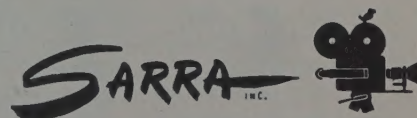
• Why did Nero burn Rome?
—FINE FABRIC SOURCES

• "I can still hear that horrible crash!"
—LIBERTY MUTUAL

• How much does nourishment weigh?
—KELLOGG'S



VIDE-O-RIGINAL is a quality-controlled motion picture duplicate made in SARRA's own photographic laboratory. It is the "pay-off" print for your TV commercial investment and it assures that all the sparkle and clarity of a SARRA original will be faithfully reproduced on the TV viewer's home screen.



New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

More entries for Tide's first spring snicker awards

Couple of issues back (May 5), we announced Tide's First Annual Spring Snicker Awards. We wish we could announce the winners, but frankly we were swamped with such an overwhelming flood of apathy that we haven't been able to pick a winner. What's more, we've gotten several more entries so we've decided to extend the contest into early summer.

Here, in case you get excited over these things, are the latest entries in this thrilling, if unspectacular, contest:

- **To Stitzel-Weller** for developing a "proof selector" jigger for its Old Fitzgerald whiskey. It seems that this distiller, anxious to give drinkers a chance to become their own "rectifiers," has devised a jigger calibrated for 86, 90 and 100 proof drinks. You pour in Old Fitz to the proof level you prefer, fill up the rest of the jigger with water or mixer, and you have a shot made to your own taste.

- **To Ross Operating Valve Co.** of Detroit, for converting one of its multi-purpose valves into a cocktail dispenser for use at conventions and exhibitions. You push one button and out flows a manhattan cocktail, push another and out flows a martini. It's been rumored that the company is now working on an automatic device to fill in when convention guests are no longer able to see the buttons.

- **To the P. H. Hanes Knitting Co. and Snow Crop**, for probably the most unusual tie-in of all time involving an underwear manufacturer and an orange juice producer. The product involved is a "Teddy Snow Crop by Hanes" line of infants' sleepers and boys' underwear. This will probably only be topped when a tomato juice producer ties in with a manufacturer making step-ins.

- **To the Gem Safety Razor Division** of American Safety Razor Corp., for hiring an attractive young lady as a shaving expert to teach men how to shave properly. We understand why they picked such a good-looking young miss, but we wonder how they could pass up a natural like the bearded lady in the circus for this particular assignment.

- **To a group of New York public relations men**, for some secret discussions involving the formation of a new PR firm. This PR firm, if it ever becomes a reality, will be called White-washers & Brainwashers, Inc. Its serv-

ices will include both the usual publicity programs and any educational campaigns today's client might need.

Case of the missing twin

John H. Poole, president of radio stations KBIG (Catalina, Calif.) and KBIF (Fresno, Calif.), is a man who likes things in their proper order.

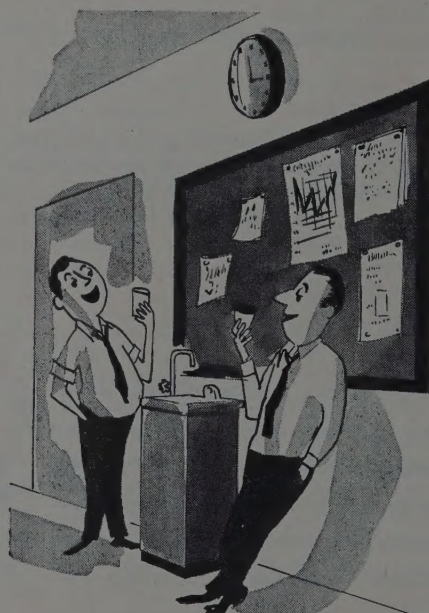
Some time back, Poole bought himself a new Mercury. He liked the car, but one thing disturbed him: the name of the car, spelled out in steel letters on the trunk, said "Meccury." Somewhere, he mused, there must be another Mercury bearing the letters "Mercury."

Shortly after he got the car, Poole had a friend take a picture of the misspelled nameplate and sent it to Automotive News. Sure enough, in far off Deer Lodge (Mont.), a Ford dealer by the name of George Peck responded. In his garage, Peck told Poole, he had the twin "Merrury." Last we heard, they were discussing means of getting the two nameplates straightened out.

Just the thing for admen

A gentleman by the name of Walter L. Green of Washington (D. C.) has the salvation for us all.

U.S. businessmen, Green observed some time ago, are apt to get somewhat groggy after lunch, and in need of a brief snooze before going back to the office. But they obviously can't follow



Caption by—C. C. CHANDLER
"I better go . . . my secretary has some letters she wants me to write."

the habit of their Latin-American neighbors and slump down anywhere for a nap, nor can they stretch out in the office where such activity would have a terrible effect on the staff.

What they need, Green proposed, a place where—for a modest fee—they can take a brief nap and, if they want it, a shower. That way they can return to the office rested, refreshed and ready to go back to work.

Green suggested the idea to H. Touchton, manager of the Ebbitt Hotel in Washington, and Touchton liked it. So now, for a measly \$1.50, a bellboy will show you to a quiet room where you can catch your forty winks, show up if you like, and come back to your desk without anyone being the wiser.

Sounds great to us. In fact, it might be just the thing for Madison Avenue. Might add years to the life expectancy of thousands of agency men.

Flotsam & Jetsam

- **In San Fernando Valley** (Calif.), a laundromat offers this hazardous advice to its customers: "Ladies, leave your clothes here, and relax."

- **In New York**, the chef at a well-known restaurant hired an agent whose first act was to get billing for the chef on the restaurant menu.

- **In Vienna** (Austria), the Austrian Press Agency sent out the following dispatch: "Our building is burning from the cellar to the ceiling. We have to leave the house. End of news."

- **In Atlanta** (Ga.), a local real estate company advertises "We don't own the earth, but we do sell it!"

- **In New York**, a plush Fifth Avenue candy shop features a do-it-yourself candy counter, invites customers to make up their own assortments from "over 300 varieties of chocolates."

- **In Montreal**, a restaurant advertises itself simply as "The second best restaurant in Montreal."

- **In Arlington** (Va.), a barber shop posts this sign: "The views expressed by the barbers are not necessarily those of the management."

- **In Washington** (D. C.), after newspapers were flooded for days with news of the wedding in Monaco, a small journal announced boldly that "This paper contains absolutely no news about Grace Kelly."

- **In Arlington** (Va.), an ice cream parlor advertises "Teen-age spoken here."

- **In Great Bend** (Kan.), a local newspaper carried the following classified ad: "You are hereby notified that you shall cash no checks supposed to be signed by me because I never have any money in the bank and never give any checks unless I'm too drunk to know what I'm doing."